

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...
The **NORTHWESTERN**
MILLER

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THE PATIENT IN ROOM 2-E



Jim's looking better now. In a week or so he'll be back at the plant, the doctor says. That is if his ulcers don't act up again. In Jim's case it was a matter of too much work, worry and irregular meals . . . providing he took time to eat at all.

A hundred times over Jim's promised himself to slow down when he goes back. But it's hard for a Production Superintendent to take it easy when his shop is running into one problem after another. Poor quality . . . Slipping sales. Mounting costs

due to overtime and ingredient waste. Too bad Jim doesn't know there's an easy solution to his production problems close at hand. International's "Bakery-Proved"* Flours mean consistently uniform products, day in and day out . . . and result in savings and sales increases that make cost accounting people sit up and take notice.

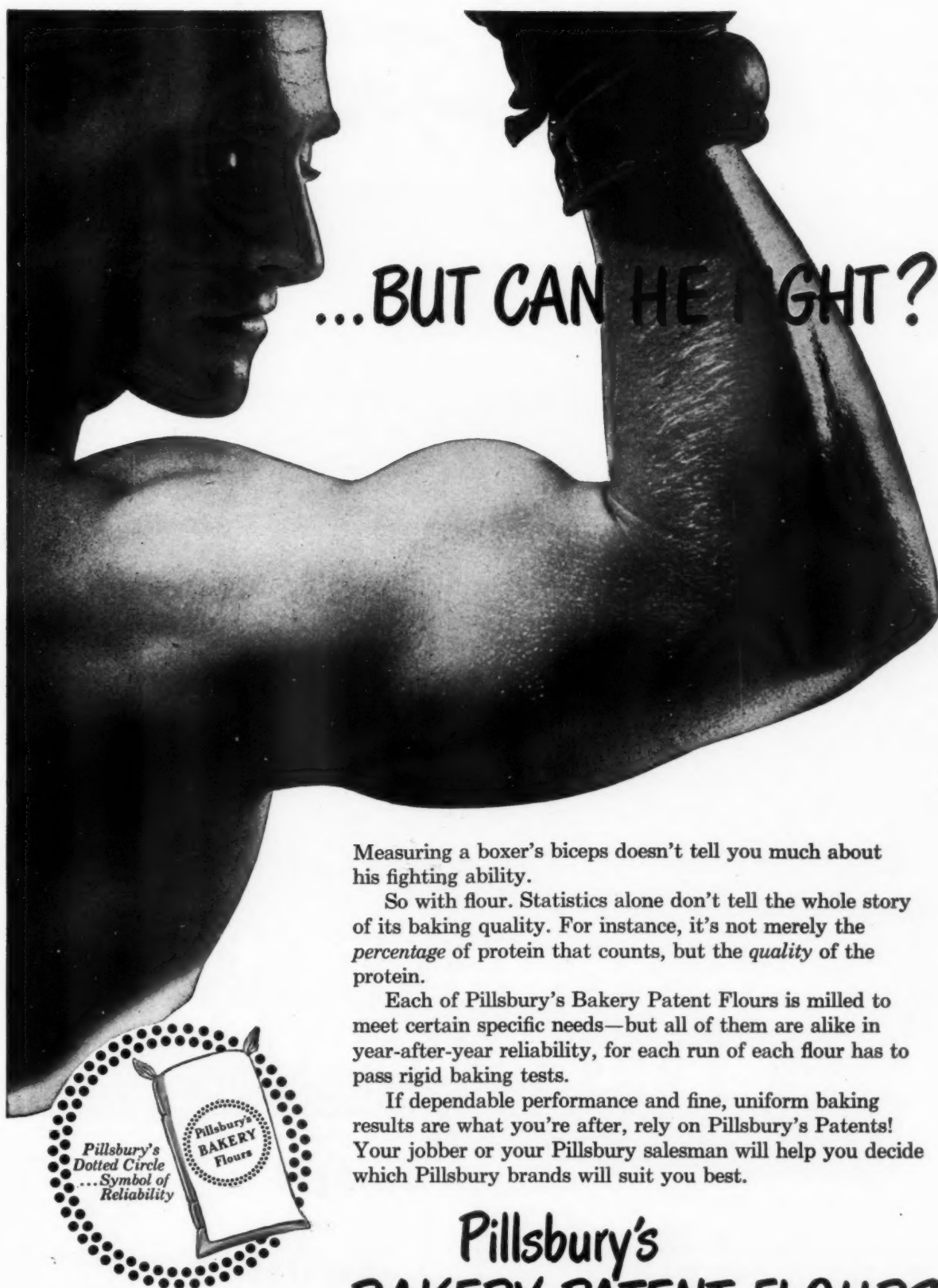
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*TRADE MARK



*20 Great Mills
Producing 95,000 Cwt. Daily*

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS 1, MINNESOTA




...BUT CAN HE FIGHT?

Measuring a boxer's biceps doesn't tell you much about his fighting ability.

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Each of Pillsbury's Bakery Patent Flours is milled to meet certain specific needs—but all of them are alike in year-after-year reliability, for each run of each flour has to pass rigid baking tests.

If dependable performance and fine, uniform baking results are what you're after, rely on Pillsbury's Patents! Your jobber or your Pillsbury salesman will help you decide which Pillsbury brands will suit you best.



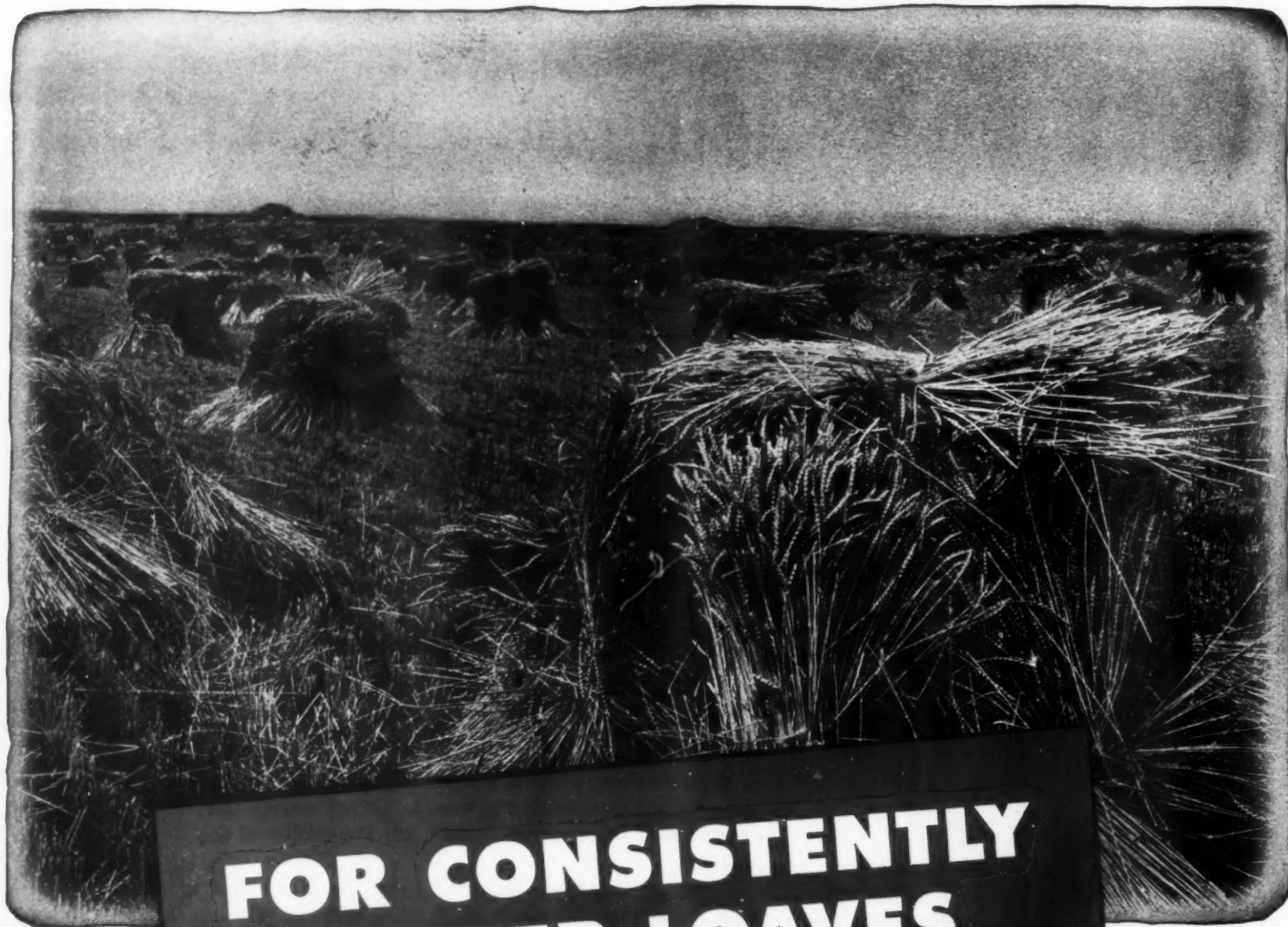
Pillsbury's
Dotted Circle
...Symbol of
Reliability

Pillsbury's
BAKERY
Flours

Pillsbury's BAKERY PATENT FLOURS

PILLSBURY MILLS, INC. General Offices: Minneapolis 2, Minn.

MILLED FROM
High Protein Spring Wheat



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BETTER LOAVES**

**Aged
and
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are all tailor-made to your specifications

It's your measurement that determines the form the SAPHIRE, JUDITH, GOLD CROSS or DAKOTANA flour we tailor for you. will take. You can specify a quality hard wheat flour with a protein from a low range to as high as 15 protein. You may, also, specify ash as low as .38 to as high as .46.

Every order for flour is tailored to the specifications of the individual bakery that is to use it. The most modern laboratory control applied to the skillful milling of the finest hard wheat in the Northwest produces this made-to-order bakers' flour that is famous from one end of the country to the other.

Favorably situated, as we are, we specialize in tailoring flour for commercial bakers. And just as the joy of the garment is in its wearing, the satisfaction in SAPHIRE, JUDITH, GOLD CROSS and DAKOTANA flour is in its use.

Its reputation for outstanding quality and absolute uniformity, supported by independent laboratory tests throughout the country, and the millions of loaves of better bread the nation's bakers bake with it.

Have SAPHIRE, JUDITH, GOLD CROSS or DAKOTANA FLOURS tailored to your individual specifications, too!

MONTANA FLOUR MILLS COMPANY

MONTANA FLOUR MILLS CO.
General Offices: Great Falls, Montana
Please have your representative call and give me complete information about milling flour to my individual specifications.

General Offices: Great Falls, Montana
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This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

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Better Milling of Finer Wheat Produces

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Three great baking flours!

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ask for

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THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

The American Baker

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BURLAP BAG G. H. Q.

BEMIS

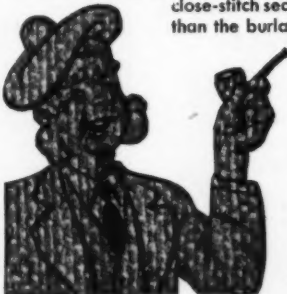
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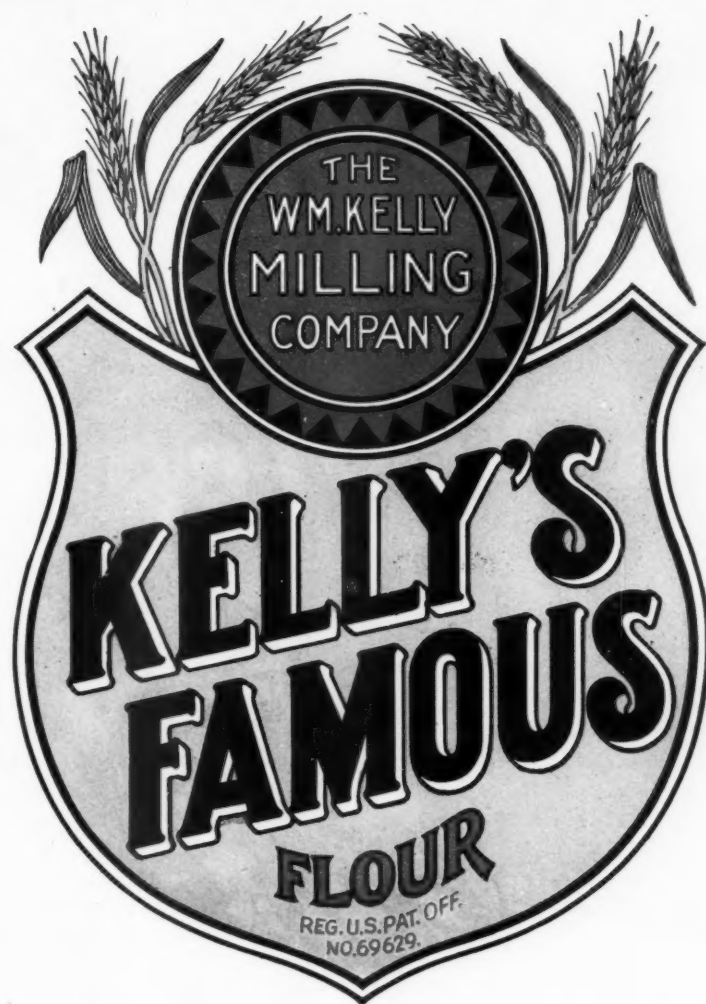


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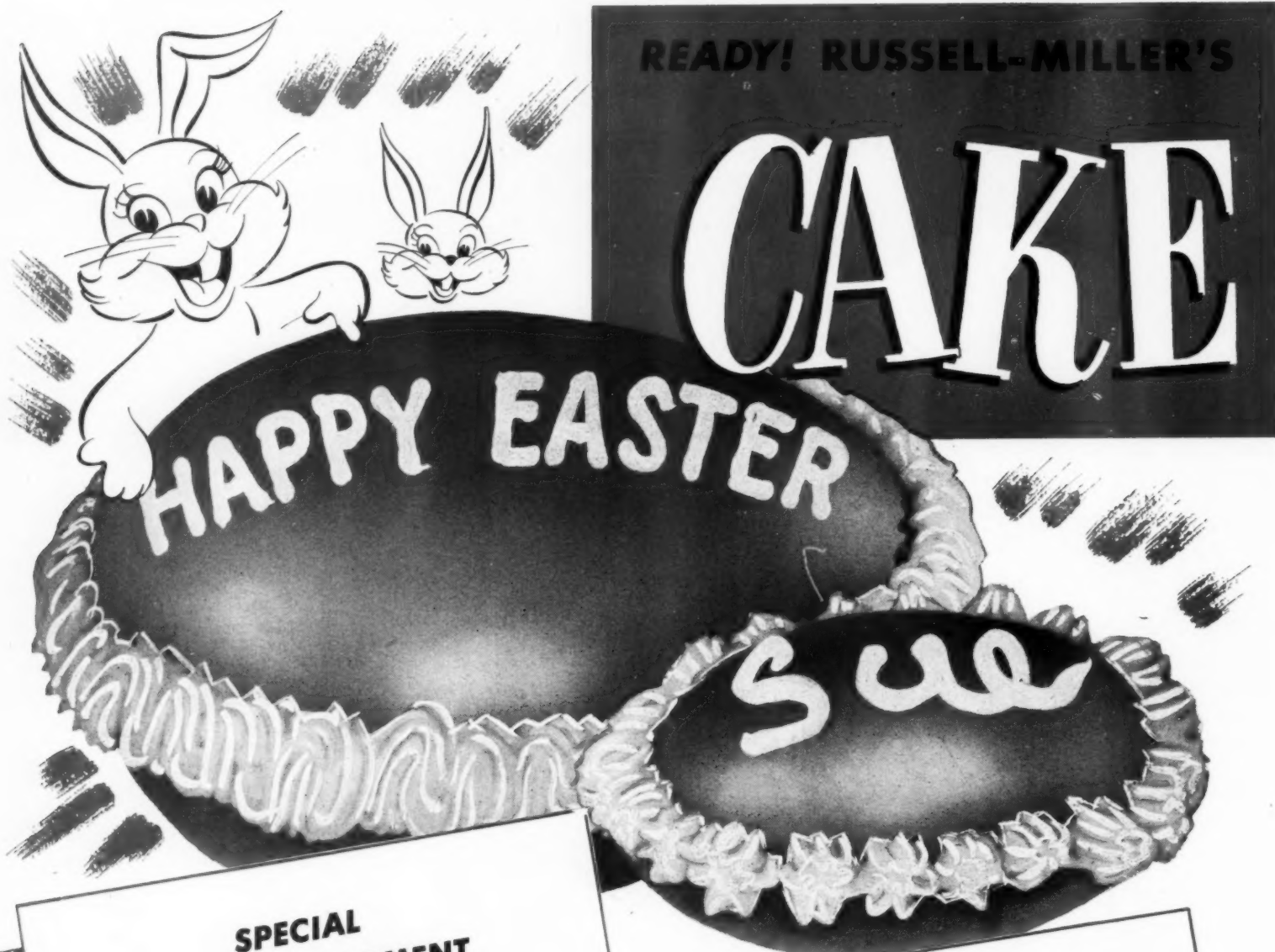
KELLY'S FAMOUS sets a high standard for flour performance in the bakery. Make a fair test in your bakery of the relative bread quality and cost of KELLY'S FAMOUS and the performance of cheap flours. You'll see the difference.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

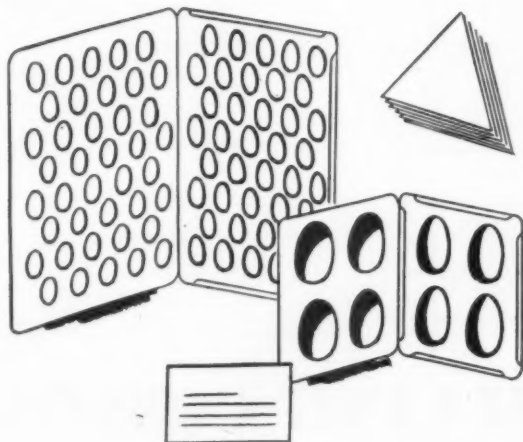
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Grain Storage 1,000,000 Bus.



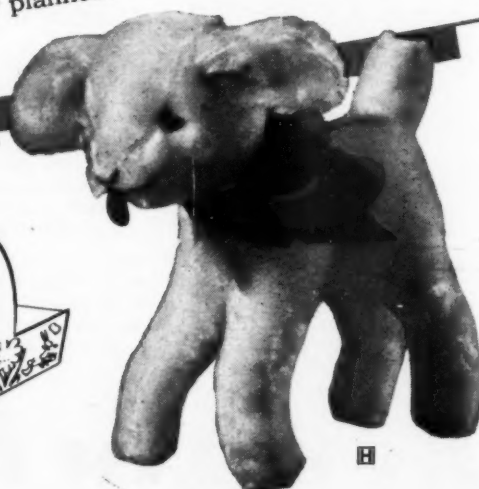
SPECIAL BAKING EQUIPMENT

Promotion Kit includes tested formulas, 25 decorating sheets. Aluminum molds illustrated are available if you do not have this equipment for baking Cake Easter Eggs.



NEW DISPLAY AND MERCHANDISING MATERIAL

You get all this: Large supply of Easter baskets. Big lighted display sign. Colorful easel cards and poster. Giant stuffed bunny and lamb shown here. Complete display material for the biggest Easter promotion ever planned!



2ND GIANT EASTER PROMOTION!

easter eggs

**BACK AGAIN! NOW EVEN BETTER
THAN LAST YEAR'S SALES SENSATION!**

Fastest-selling Easter Specialty in the business—Russell-Miller's exclusive Cake Easter Eggs! A smashing success last year. Now *twice* as terrific—with exciting multi-color displays and a brand new merchandising plan that gives your customers a chance to get the cuddly Easter Bunny shown below.

This giant Cake Easter Egg promotion kit is yours at no extra cost, when you buy moisture-controlled American Beauty Cake Flour. Ask your Russell-Miller salesman for details—or write or wire direct. Remember—Easter comes early this year, March 25,—so hurry!



KEY TO DISPLAY ITEMS

- A Attractive window posters
- B, C, D, E Display cards for counter and window
- F Large illuminated window display sign
- G Gift baskets, shredded cellophane
- H 28" plush Easter Bunny and Loveable Lamb

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MILLING CO.**

General Offices: Minneapolis 1, Minn.
Millers of OCCIDENT, AMERICAN BEAUTY
and other Quality Flours



BILL STERN TELLS ANOTHER SPORTS STORY

The One-Time Winner!

They've been running the Kentucky Derby ever since 1875, and year after year, many of the greatest race horses in history have won turf immortality in this most famous of all horse races. But without doubt, the strangest winner in Kentucky Derby history was a horse named Broker's Tip, owned by the late Col. E. R. Bradley, the only man in history to own four Derby winners.

Broker's Tip won the 1933 Derby in the wildest and most riotous finish ever seen in this famed Run of the Roses. For as he pounded down the homestretch to victory by a nose, his jockey and the boy atop Head Play were at each other's throats, locking legs, tugging at saddles, and slashing at each other with their whips. As soon as the race was over, Head Play's jockey hurried to claim the first and only foul ever lodged in the history of the Derby. But withal, Broker's Tip remained the official winner of the 1933 Kentucky Derby race.

However, the strangest part of the story of that race horse was that Broker's Tip had never won a race before, nor ever won a race after this victory. He won only *one* race in his entire career—the biggest of them all—the Kentucky Derby!

In the turf world, just one win—the Kentucky Derby—is all that's needed for success and racing immortality. In the baking business, however, you've got to turn out winning baked goods *every day* to keep in the forefront of the never-ending race for customers. That's why it will pay to rely on precision-milled Commander-Larabee flours. These finer flours are milled to high standards of fermentation tolerance and baking quality. And you can count on these same baking characteristics from *every bag* regardless of crop season. Thus, customer-winning quality can be achieved with every mix, without costly changes in formula or timing. Use a Commander-Larabee flour in your own shop . . . you'll see the difference!



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

Deep Freeze on a High Plateau

(See news story on page 11)

NOW that price control has come there is biting irony in the fact that it has taken place upon a high plateau of inflation. To make matters worse the freeze is not yet a deep freeze. Under the plans as they appear to be developing wage and commodity price inflation will reach their peak at a much higher altitude. The current control mechanism is intended as a slow down, not a stop.

Economic Stabilization Agency officials seem to be saying to us that for a period of four to six months inflationary trends cannot be halted but can merely be restrained. Only when the mountain peak of prices has been reached as a result of margin and wage adjustments does ESA propose such a freezing as will effectively check the calamitous and long-continued decline in the market value of our dollar. To an alarming degree, therefore, the price control action dooms itself to defeat. It is tolerable solely on the assumption that without it there might be a price peak even

higher than the dizzy one for which we are destined.

The particular section of economy with which we on this publication are most intimately concerned has been in traditional opposition to imposition of controls. The industry was reluctant to accept them in both the previous world wars. Its reluctance, however, did not prevent it from an exemplary degree of compliance and co-operation.

Out of World War II experience, still fresh in memory, the baking industry distilled a know-how and perfected a technique of public-spirited participation which will make it comparatively easy for it to take its place once more in the regimented ranks of national economy. The industry is in a state of preparedness. It has the confidence of men in government and will be able to make a maximum contribution to the operation of the controls.

Running Down a Lie

(See news story on page 12)

THERE is a lot of satisfaction to those of us who sit close to the sidelines of the bread-stuffs industries in noting their prompt and vigorous defense measures against all-too-frequent calumny and falsehood. A good current example is the baking industry's reply to a more-than-usually irresponsible Drew Pearson disclosure in his newspaper column of alleged price-fixing by big bakers and exorbitant baking industry profits.

The baking industry's chief minute-man, John T. McCarthy, chairman of the board of the American Baker Assn., fired an immediate defensive broadside. Mr. Pearson later printed a correction.

"This report, if true," wrote Mr. McCarthy to Mr. Pearson, "gives distorted and misleading portrayal through omission of pertinent facts, and does great disservice to baking industry with its thousands of small bakers. The implicit and explicit distortions reflect no credit to its author. The co-called margin, of 6.5¢ and 10.5¢ referred to, conveys the impression to the average reader, whether deliberate or otherwise, that this represents profit to the baker. Such is neither correct

nor true. From this margin must come all costs of operating the bakery, including the wages of employees, wrapping material costs, equipment, maintenance and repair, freight charges, overhead, delivery trucks, taxes and many others.

"It is a matter of record that bakers on the average seldom earn more than a half cent on each pound of bread they sell. This is a far cry from the inference to be drawn from the purported report of the Gillette committee. The baking industry, as is well known, is the farmer's best customer. The baker converts the farmer's raw materials into nutritious and palatable bakery products, with an exceptionally small margin of profit for this conversion, averaging less than 4% on sales after taxes. Most of the ingredients used by bakers have increased far more in the past year than has the price of bread to the consumer. This fact is easily ascertainable from the reported figures of the Bureau of Labor Statistics, by anyone wishing to present a correct and unbiased report.

"These figures show bakery products have increased in price only 4.5% since 1949, one of the smallest percentage increases of all foods, despite continuously rising cost of operations and ingredients including the price of lard which your column states has dropped from 26¢ to 11½¢ a pound. Actually the price has increased from 10.5¢ in 1949 to 22¢ a pound currently. Similarly, the report of 25¢ bread sold in Albuquerque fails to point out that this is for a 24-oz. loaf, hence not unreasonable."

Unfortunately it is impossible to catch up with a lie. Untruth marches on and error travels toward infinity. Truth, we are taught to believe, must ultimately prevail. Yet it does seem like a good idea to keep it marching too—right at the heels of error. That way a lie gets less of a start and is too busy running to do maximum harm.

To revert to the thought in our first paragraph, we are gratified to find injured industry striking back instantly with the facts. There was a time when injured industry merely put on an injured air and waited for truth, unaided, to get in its good work. But logic tells us—and so does military strategy—that the best defense is offense. Truth should do more than snap at the heels of error—it should be out in front. We applaud industry for promptness in scotching error but could it not do better by so improving its public relations and so amplifying its voice and its merits among men as to spike the guns of malice and error?

Next Month . . .

● **A VARIETY** of pan breads should be an important part of every baker's merchandising scheme, suggests A. J. Vander Voort, technical editor of The American Baker. His formula feature for March will consist of pan breads, which will help the baker present something different for the table. The housewife will readily pay a few cents more for something different and good.

● **A REVIEW** of the progress during 1949-50 in flour and bread enrichment will be featured in the March issue of The American Baker as part of the observance of enrichment's 10th anniversary. Prepared by the Food and Nutrition Board, National Research Council, the report is a summary examination of the results to date of the enrichment program and "an inspection of the weaknesses which need repair." The progress of state legislation, the benefits of enrichment, state and federal regulations and reports on various surveys will be discussed.



UNION CONTRACT ISSUE: Hearings are under way before the New York Regional Office of the National Labor Relations Board on the single company-wide contract issue between the Continental Baking Co. and the Continental Baking division of the Bakery & Confectionery Workers International Union of America. Meanwhile, the union has formed company divisions to seek similar contracts with the General Baking Co., Purity Bakeries Corp. and the Ward Baking Co.

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CONTROLS: Although attempts are being made to iron out the inequalities in the government's recent order controlling prices, confusion over provisions of the hurriedly-issued order continue to prevail. Industry task groups are being formed to clarify the order as it affects the baking industry, and trade organizations are doing whatever is possible to advise their members on what can and what cannot be done under the present order.

Details on Page 11

BOXCAR SANITATION: Cooperation between bakers, millers and the nation's railroads has resulted in progress toward improving the sanitary conditions under which flour is shipped. Accomplishments of the joint committee were detailed at the group's second meeting, held in St. Louis last month at the time of the meeting of the American Bakers Assn. board of governors.

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DREW PEARSON'S CHARGES: The baking industry was quick to defend itself against inaccurate and undocumented charges in a newspaper column written by Drew Pearson, nationally-known columnist. The columnist reported that the forthcoming "Gillette report" would contain demands that the government crack down on "price-fixing" by bakers and stated that the baking industry's profit margins were out of line. Individually and collectively, the industry refuted Mr. Pearson's claims and proved the comment misleading.

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ABA GOVERNORS MEET: Bakers of America Program plans for the observance of the 10th anniversary of enrichment and a forecast of what the baking industry can expect in governmental regulations and supply restrictions during the coming months were major topics discussed by the board of governors of the American Bakers Assn. at its meeting in St. Louis.

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FLOUR MARKET: The government's price "freeze" applied more heat than cold to wheat and flour markets, George L. Gates, market editor of The American Baker, points out. The magnet effect of potential ceilings above the current market is expected to continue to draw prices upward. However, some potentially bearish factors also deserve consideration.

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Bakery Union Forms New National Divisions; NLRB Hears Testimony

NEW YORK — The Bakery and Confectionery Workers International Union of America is still presenting testimony on behalf of its Continental Baking division before the National Labor Relations Board here.

The union is involved in a controversy with the Continental Baking Co. over union plans for a single company-wide contract between the baking company and the union. The hearing, which began Jan. 8 before the regional office here of the NLRB, is expected to continue for some time; testimony has already run to many thousands of pages.

The bakery workers' union agreed to debate the problem before the NLRB last spring, after a strike of 2,500 workers throughout the nation against the more than 30 plants of

the Continental company was averted by the Federal Mediation and Conciliation Service and industry co-operation.

Many baking companies are interested in the outcome of the controversy; the union has already formed groups similar to the Continental Baking division to deal with other large baking corporations. It is felt that should the decision of the national labor relations group be favorable to the union, the rate structure of a large segment of the baking industry would be affected, with its influence extending beyond the chains immediately involved.

Sixteen local unions were represented at a founding conference in Chicago of the Ward Baking Co. division of the union. At that time, union

representatives approved an amendment to the general policy governing the union's actions in the Continental situation, stating that all local unions shall receive the wage improvement achieved by unit negotiation.

At similar conferences, the General Baking Co. division of the Bakery and Confectionery Workers International Union of America was formed, with 33 local unions represented, and the Purity-Grennan Baking division, with 27 locals, for the Purity Bakeries Corp. and its subsidiary.

The union has scheduled contract conferences for the four baking divisions at the Webster Hotel, Chicago, Feb. 12-14. Contract proposals will be set up in each division,

\$275,000. The Doughnut corporation purchased the property seven years ago as a possible site for a new restaurant.

—BREAD IS THE STAFF OF LIFE—

S. O. WERNER, CHICAGO MANAGER, DIES AT 59

Divisional Head of Miller Publishing Co. Advertising Sales Staff Was Active in Association Work

CHICAGO — Sigurd O. Werner, member of the Miller Publishing Co.'s staff for 44 years and manager of its Chicago office since 1928, died here Feb. 5, aged 59, from the effects of a stroke of paralysis. He had been with the company since the age of 15.

In 1949, Mr. Werner was cited by the Chicago Association of Flour Distributors for completing 25 years of outstanding service as secretary-treasurer of the group. Nine years earlier he was given a testimonial



Sigurd O. Werner

scroll by members of the Chicago flour and baking industries for his long service to those trades. He was secretary of the National Federated Flour Clubs from 1932-1939. In 1929 he became secretary and treasurer of the Chicago Bakers Courtesy Club. For five years he was a director and for three years he was secretary of the Bakers Club of Chicago.

Born in Minneapolis May 5, 1891, Mr. Werner moved with his family to Oslo, Norway, in 1901. Five years later he completed high school there and returned to Minneapolis. His employment by the Miller Publishing Co. began Sept. 6, 1906. From his first job as a \$5-a-week office boy he advanced to the subscription department, and for about 10 years prior to his transfer to the Chicago office of the company in 1922 he was in the editorial department. He became manager of the Chicago office in 1928, in charge of advertising sales and service in that area for the company's four publications, The Northwestern Miller, Feedstuffs, The American Baker and Milling Production. He had been a director of the company since 1948.

He was active in his church, serving as a member of the board, treasurer and chief usher.

Surviving are the widow, Mrs. Florence C. Werner of Chicago; two sisters, Mrs. Florence Calvin and Mrs. Mildred Krey, Minneapolis; two brothers, John E. Werner, Minneapolis, and Carl F. Werner, Jamestown, N.D.

Social Security Change Affects Few Bobtailers

WASHINGTON—There will be few, if any, changes in the social security status of bobtailers under the amendment to the act which went into effect last Jan. 1, a letter from the commissioner of internal revenue office to the American Bakers Assn. indicates.

Joseph M. Creed, ABA counsel, queried the office on possible changes under the amendment, and asked for rulings on three examples as guides to bakers.

The examples included (1) an individual under contractual arrangement with a baking company who buys his products outright at a discount from list price without privilege of return and distributes from his own truck in an area and to customers of his own choosing; (2) same set of facts as in first case, except that the individual purchases products from more than one baking company; (3) individual with contractual arrangement with a baking company to buy products at discount from list without return privilege, who is assigned a specific territory but not specific customers. His only restriction is that he cannot sell the products in territories or to customers already served by the company's own driver salesmen.

The internal revenue office replied that "on the basis of the limited information furnished, it appears that none of the drivers involved is an employee of the bakers."

The office said, however, that after Jan. 1 an individual operating his own truck who serves customers designated by the company, is an employee under the meaning of the new amendment, even though his compensation is the difference between the price he charges customers and the price he pays the company for the products.

The reply to ABA pointed out that it is not the policy of the bureau "to make rulings relative to tax liability unless the complete facts of a specific case . . . are set forth."

Not a Binding Ruling

The ABA also pointed out that the information from the bureau cannot constitute a binding ruling and that

it would be desirable for bakers who use bobtailers to review their contracts with their attorneys and to ask the bureau for specific rulings if there is any doubt.

The ABA said that the letter from the Bureau of Internal Revenue seems to indicate that the bureau intends to construe narrowly any extension of coverage as a result of the new amendment. Few bakers whose contractual arrangements with bobtailers established them as independent contractors under the usual common law rules will be affected by this amendment and may continue to operate as heretofore, ABA said.

—BREAD IS THE STAFF OF LIFE—

NEW YORK PRODUCTION MEN OBSERVE 10TH YEAR

NEW YORK — The Metropolitan Bakery Production Club, Inc., celebrated its 10th anniversary at a dinner meeting at the George Washington Hotel Jan. 8, offering a program featuring eight of the presidents who had served during the decade. Approximately 140 members and guests attended the decennial event, a far cry from the eight men who established the group 10 years ago.

New developments in bakery production was the general theme of the program, and was broken down by the speakers to cover progress in the fields of wholesale cake production, sweet doughs, biscuits, institutional baking, retail baking, multiple-wholesale operation, pies and multiple-retail baking.

Arthur Hackett, Drake Bakeries,

Inc., first president of the club, acted as panel chairman and gave a brief biographical sketch of each speaker as he was introduced. In his remarks Mr. Hackett gave credit to William H. Welker, Swift & Co., and Henry F. Voll, Bakers Weekly, for 10 years of service as secretary and treasurer respectively, and to the past presidents and membership for the success and growth of the club.

Past presidents of the production group appearing on the program included Arthur Hackett, Drake Bakeries, Inc. (1941-42); Fred Weberpals, H. C. Bohack Co., Inc. (1942-43); James Curtis, National Biscuit Co. (1943-45); Herman Tyor, Wheatality Baking Co. (1946-47); John Wiegand, Wiegand Baking Co. (1947-48); Herman Hanschka, Quality Bakers of America, Inc. (1948-49); Don Copell, Wagner Baking Corp. (1949-50), and Walter Jacobi, Ebinger Baking Co. (1950-51).

Other past presidents not present at the meeting were A. Mattucci, Harrison Baking Co., who served from 1945-46; Earl B. Cox, Helms Bakeries, Inc., Los Angeles (1943-44), and John Byron, Byron Baking Co., Montgomery, Ala. (1944-45). The program for the 10th anniversary celebration was arranged by E. J. Ranney, Ranney Sales Co., New York, as chairman of the program committee.

DCA SELLS PROPERTY

ROCHESTER, N.Y.—The Doughnut Corporation of America has sold a four-story building at 255-259 E. Main St. here to a New York City syndicate for a reported price of

"Sig" Werner

A Note of Appreciation from the Staff of The American Baker

In the death of Sigurd Werner on the morning of Feb. 5, 1951, the Miller Publishing Co. lost a valued employee who had contributed materially to the success of this enterprise during the forty-four years he was connected with it. His unfailing loyalty to the company was among its greatest assets. His generous, cheerful, sympathetic friendship was recognized and deeply appreciated by his business associates, as it was by all others with whom he came in contact. His spirit of helpfulness and his desire always to be of service placed no worthy undertaking beyond reach of his unstinted participation and left no needy person outside the bounds of his unselfish consideration. He will be greatly missed.

Price Regulation Brings Problems

Bread First Victim of New York Price Control Office

NEW YORK—The first victim of the recent price freeze in this area was a wholesale baker, who was called on by the local Office of Price Stabilization to roll back his bread price 1¢ loaf.

The baker, who increased the price of bread 1¢ on the eve of the price freeze, returned to the former level after a conference with the regional price administrator. Although the price office received complaints regarding the price increase only 24 hours after the office was opened, the baker himself called on the OPS to learn whether he was within the law. He had notified his customers Jan.

25, the last day of the base price period, that he would raise the price the next day. The legality of the move hinged on whether he had made deliveries at the new price before or after midnight Jan. 25. The baker agreed to the rollback pending submission of the proof that he actually had delivered, or loaded his trucks (at the usual loading time) for delivery, at the higher price before the price freeze order went into effect.

The company agreed voluntarily to rescind the increase immediately; if the case is decided in favor of the company the price hike will be approved, but the increase will not be retroactive.

—BREAD IS THE STAFF OF LIFE—

H. D. LE MAR TAKES OVER AS BAKERY PRICE CHIEF

WASHINGTON—Harold D. LeMar, vice president of the P. F. Petersen Baking Co., Omaha, took over his desk here recently as baking indus-

FOOD INDUSTRY GROUPS SEEK CLARIFICATION OF ESA RULES

Hurriedly-Issued Freeze Order Confusing in Many Instances—Bakery Products Generally Frozen Tight—Merit Pay Hikes Approved

(See editorial on page 9)

WASHINGTON—Efforts to bring order out of confusion in price control procedure have continued since the government slapped its general ceiling price regulation on the domestic economy Jan. 26. But most food processing industries have been plagued by countless problems as a result of the hurriedly issued order.

Clarifications of puzzling sections of the regulation have been sought by business consultants of the Economic Stabilization Agency. However, progress toward solution of the problems has not appeared to be very rapid.

Basically, of course, the regulation froze prices of all goods and services at the highest levels reached in the base period Dec. 19-Jan. 25. But for bakers, flour millers and most other food industries, there is a provision for increasing prices to account for rises in prices of basic farm commodities.

All sales of raw and unprocessed agricultural commodities by the producer are excluded from coverage. But processors and distributors are covered.

Increase May Be Passed On

Processors and distributors of commodities may pass on increases in farm prices, up to the legal minimum ceilings, if the commodities are selling at less than the minimum ceilings—parity or the highest price between May 24 and June 24, whichever is higher. Among these farm commodities are wheat and other grains.

However, processors and distributors of farm commodities selling above the minimum ceilings, including livestock and cotton, may not pass on any price increases. Their prices were frozen tight.

For bakers, the price adjustment provision and other sections of the regulation may not be as complicated and confusing as it is for some food processors and distributors.

After freezing all wages under the original OPS order, the Wage Stabilization Board authorized merit and length-of-service pay raises Feb. 2.

Employers are authorized to make normal promotions and job transfers and to shift pay rates accordingly within the regular wage pattern. New employees cannot be paid more than the plant's minimum wage for the job for which they are hired.

Night Premiums Approved

In companies where premiums are paid for those on the night shift, transfers of workers from day to night work are allowed and the premium rate is permitted provided it is similar to that before the price freeze.

Where an employer is in doubt about legality of any contemplated wage change, the board said he may go to his nearest WSB office for a ruling.

(Continued on page 79)

Ceiling Price Regulations on Bakery Products Under ESA Order Detailed

WASHINGTON—Under the general ceiling price regulation issued by the Economic Stabilization Agency, all prices of bakery products are frozen at the highest price level for each product existing between Dec. 19, 1950, and Jan. 25, 1951.

However, the freeze order provides that a processor (baker) of a product made in substantial part from one or more of the following agricultural commodities which are below parity may increase the ceiling price of his product by the dollars-and-cents difference per unit between the price on which his last previous increase was based and the cost of his most recent customary purchase of that ingredient.

Farm commodities generally used or affecting bakers not yet at legal minimum ceilings and covered by the general price freeze regulation include the following: (Field crops) Wheat, barley, corn, peanuts, rye, grain sorghums and soybeans. (Livestock products) Butterfat, eggs and milk. (Sugar crops) Maple syrup, maple sugar, beet sugar, sugar cane and sugar cane syrup. (Fruit) Grapefruit, lemons, limes, oranges, tangerines, apples, apricots, avacados, sweet and sour cherries, cranberries, dates, peaches, pears and pineapple. (Tree nuts) Almonds, filberts, pecans and walnuts.

Unit Increase Passed On

Following these regulations, if the price of wheat (which is below parity) increases, the miller is permitted to pass on the dollars-and-cents amount of that increase per unit cost to him.

An example of this ruling was given by the American Bakers Assn., Chicago, in a bulletin to its membership:

"The highest price paid by the baker for a customary purchase of flour during the base period was \$5.20 sack. The cost (to the baker) of the most recent purchase was \$5.80 sack. A difference of 60¢ sack is recorded, or 6/10¢ lb.

"If the baker uses 66 lb. flour to produce 100 lb. bread, he may increase his maximum price per pound by .396¢ lb. (66 times 6/10¢) or less than 4/10¢ lb."

Distributors of bakery products (grocers and other retail sellers of baked goods) may increase their selling price by the same increase per unit they were charged.

The ABA bulletin also pointed out

methods of determining the ceiling price of products not sold in the base period.

Determining Ceiling Price

To determine the selling price of such product, the baker should first apply to his current unit direct cost the percentage markup he is currently receiving on a "comparison prod-

(Continued on page 79)

Government Opens Regional and District Price Control Offices

WASHINGTON—Fourteen regional and 42 district price control offices were opened early in February by the Economic Stabilization Agency.

In addition, it is expected that 20 more district offices will be opened about Feb. 15 and nine others about March 1, according to Michael V. DiSalle, price stabilization director.

The regional offices, operating directly under national headquarters in Washington, will direct activities of the district offices, which in turn will carry the price stabilization program into local communities, Mr. DiSalle said.

There are 13 regional offices for the continental U.S. and a 14th regional office for territories. The territory regional office is located in Washington.

Each regional price director will be assisted by a staff which includes price specialists, attorneys, enforcement personnel, and information officer, and administrative officer and a clerical staff, according to the government announcement of the offices. The district offices will be similarly staffed.

The 13 continental regional and 42 district offices are:

Region I, Boston: District offices—Providence, Hartford, Portland, Maine, Montpelier, Vt., and Concord, N. H.

Region II, New York: District offices—Buffalo and Newark.

Region III, Philadelphia: District offices—Pittsburgh and Wilmington, Del.

Region IV, Richmond: District offices—Baltimore, Charlotte, N.C., Washington and Charleston, W. Va.

Region V, Atlanta: District offices—Memphis, Jackson, Miss., Birmingham, Ala., Jacksonville, Fla., Columbia, S.C.

Region VI, Cleveland: District offices—Cincinnati, Detroit and Louisville.

Region VII, Chicago: District offices—Indianapolis and Milwaukee.

Region VIII, Minneapolis: District offices—Sioux Falls, S.D., Helena, Mont., and Fargo, N.D.

Region IX, Kansas City: District offices—Omaha, Wichita, Des Moines and St. Louis.

Region X, Dallas: District offices—Houston, New Orleans, Oklahoma City and Little Rock, Ark.

Region XI, Denver: District offices—Salt Lake City, Albuquerque, N.M., and Cheyenne, Wyo.

Region XII, San Francisco: District offices—Los Angeles, Phoenix and Reno, Nevada.

Region XIII, Seattle: District offices—Portland, Ore., and Boise, Idaho.

Baker, Miller, Railroad Talks Speed Car Sanitation Progress

ST. LOUIS—Cooperation between bakers, millers and the nation's railroads has resulted in progress toward improving the sanitary conditions under which flour is shipped, Fred Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., said here recently.

Mr. Cobb, chairman of a committee of bakers and millers formed to work for improvement in boxcar sanitation, said the progress was the result of meetings between members of his group and the Association of American Railroads. Results included improvement not only in cleaning up of boxcars now in use, but also in construction and design of new boxcars to afford maximum sanitation, he reported.

The St. Louis session was a follow-up to a meeting held in Chicago in September and attended by members of the committee, the railroad association and a representative from the Federal Food & Drug Administration. The meeting was held during the American Bakers Assn. board of governors meeting here.

At that time, Mr. Cobb reports, committee members "asked the railroads several specific things. They asked them, first of all, to improve the condition of their present boxcars. This, of course, contemplates great improvements and stepped up car inspection reports and cleaning programs.

"There has been no systematic overall car inspection and cleaning program carried out nationally. We asked the railroads to get one into effect, and the food and drug administrator backed up our request.

"We asked them further to improve the design and construction of new boxcars so that future construction of these cars may contemplate the possibility of keeping them permanently clean and fit for the transportation of flour."

Following the Chicago meeting, better methods of cleaning equipment are being used by some carriers.

At the end of his report, several members stated that recently flour has been delivered to their companies in boxcars marked "test car," showing that the railroads were attempting to improve the sanitation problem.

According to the Millers National Federation, several railroads are experimenting with new ideas in end lining construction, including the use

of materials which repel insects between end linings and the outer walls of the car.

One road recently built a number of boxcars with no end linings at all, and several other ideas are moving toward the experimental use stage, the federation reported.

One new method of infestation control in boxcars by use of Fiberglas wool in end and side walls, developed by Owens-Corning Fiberglas Corp., Toledo, will be described in an early issue of The American Baker. A principle of the system is prevention of accumulations of insect food materials by filling the voids with an insect resistant material.

On the committee are C. E. Casto and G. E. Larsen, Ward Baking Co., New York; Carl Bergquist, Zinsmaster Baking Co., Minneapolis; L. E. Caster, Keig-Stevens Baking Co., Chicago; Charles J. Regan, Interstate Bakeries Corp., Chicago.

The miller members of the committee which Mr. Cobb heads include J. C. Beaven, Standard Milling Co., Chicago; Henry H. Cate, Flour Mills of America, Kansas City; F. W. Lake, Colorado Milling & Elevator Co., Denver; Ward Magill, Kansas Milling Co., Wichita; Charles Ritz, International Milling Co., Minneapolis; G. Cullen Thomas, General Mills, Inc., Minneapolis.

Baking Industry Defends Itself Against "Profiteering" Charges

(See editorial on page 9)

WASHINGTON — Bakers throughout the country rushed to defend the baking industry against the charges of "price-fixing" and high profits made by newspaper columnist Drew Pearson in his Jan. 13 column.

According to Mr. Pearson, nationally known radio and newspaper commentator, Paul Hadlick, counsel to the Gillette (Sen. Guy M. Gillette, D., Iowa) Senate investigating committee, was preparing a report which states that the Department of Justice should "crack down on price-fixing by big bakers," and urges a roll-back of prices.

The report claimed that "the baker's margin on a loaf of bread has risen from 6.5¢ at the height of the war to 10.5¢ today."

The committee found that some bread was selling for 25¢ loaf, despite the fact the cost of ingredients has dropped," the writer claimed.

Hitting back at the commentator, John T. McCarthy, Jersey Bread Co., Toledo, chairman of the board of the American Bakers Assn., telegraphed Sen. Gillette, chairman of the Senate committee, demanding that the Iowa Senator repudiate the allegations made in the Pearson column.

A McCarthy telegram to the newspaperman challenged the accuracy of the statements, saying he was "amazed at the revelations which gave a distorted portrayal and did a great disservice to the baking industry."

Mr. McCarthy was particularly chagrined at the statement that bakers were making profits running as high as 6.5¢ and 10.5¢ margins. On the contrary Mr. McCarthy said, the bakers were glad to make as little as one half cent per pound on their bread products. The charges of higher margins as quoted failed to take into consideration many other cost factors such as labor, cost of wrapping, delivery, equipment and other cost components which cannot be ignored, it was stated.

In defense of the baking industry, Mr. McCarthy noted that the bakers are one of the best customers of the farmers of America, converting farm products for domestic consumption at lower profit levels than any other food processors. Not only does the statement of the newspaperman set forth an incorrect picture of business conditions in the baking industry, but

it fails to show that bakers' costs have increased more rapidly than have the prices of bread, it was stated.

Replies by representatives for Sen. Guy M. Gillette and Mr. Pearson were received by Mr. McCarthy and were termed "favorable" by an ABA spokesman. Both parties said the allegations were being investigated further.

Paul Hadlick, counsel for the Gillette Senate Committee, said that he had never made any statement of approval of the statements concerning the baking industry made in newspaper columns issued by Drew Pearson. He said that the Pearson representative had not seen the committee report but evidently had used information taken from the public record of the committee hearings. He assumed that the Pearson statement on bread bakers' margins was taken from the disputed Marketing and Transportation Situation report which was issued by the U.S. Department of Agriculture last fall. (A news story on this report appeared on page 13 or the October, 1950, issue of The American Baker.)

There is a possibility that the Gillette report on the food industry may never see the light of official

DREW PEARSON CORRECTS INACCURACIES

The following statement appeared in Drew Pearson's column Feb. 5:

"CORRECTION — In recently reviewing a study of food prices made by the Senate Food Investigating Committee, both this columnist and the committee apparently were in error regarding the margin of profit made by bakers. Further study convinces this writer that the bakers' margin is not unreasonable, and that the average baker seldom makes more than 1/2¢ on each pound of bread. While the price of bread has increased, the prices of its ingredients have also shot up, in some cases proportionately more. In fairness to the baking industry I am delighted to set these facts straight."

The American Bakers Assn. thanked Mr. Pearson for his correction on behalf of the baking industry.

publication. Sen. Gillette is no longer a member of the Senate Agriculture Committee and consequently could not officially issue a report for the subcommittee.

Meanwhile, cooperative advertisements in several sections of the U.S. informed the consumer that the Pearson statements were false. In Wisconsin, 10 Appleton bakers used half-page newspaper advertisements to refute the Pearson claims.

Facts used by Mr. McCarthy in his telegrams to Pearson and Sen. Gillette were used as the basis of an ad titled "The Truth About Bread and Bread Prices."

The advertisement pointed out that "the truth is . . . the baker's profit nationally on a loaf of bread averages less than 1/2¢. (The Pearson column stated that figures contained in the soon-to-be-released Gillette Senate committee report showed that the baker's margin had risen from 6.2¢ in 1939 to 6.5¢ at the height of the war and to 10.5¢ today.)

Answering Pearson's statement that bread prices have increased to as high as 25¢ "despite the fact that the cost of ingredients has dropped," and that "lard, for example, dropped in price from 26¢ to 11 1/2¢ lb.," the bakers pointed out "the price of lard increased from 10.5¢ lb. in 1949 to its current price of 22¢, the carload price on the day the article was published."

Answering Mr. Pearson's request for "a roll-back of bread prices" the advertisement noted "according to the Bureau of Labor Statistics report, the price of bakery products has increased only 4.5%, one of the smallest percentage increases of all foods, despite continuously rising costs of operation and ingredients."

—BREAD IS THE STAFF OF LIFE—

Construction of Retail Bakeries Banned by NPA

WASHINGTON — The National Production Authority has clamped tight restrictions on the building of bakeries, stores, shopping centers, and other commercial structures.

Included under this ban are retail stores costing more than \$5,000.

Wholesale bakeries and warehouses may be exempted under present provisions of the ruling.

In general, the NPA ban is on most new construction which is not directly for production purposes of an essential civilian nature.

Exempted are storage and warehouse buildings used by manufacturers and processors, wholesale food and wholesale supply facilities.

Small commercial buildings, costing less than \$5,000, are not covered by the regulation. Neither are alterations to commercial structures costing less than \$5,000 during a 12-month period.

No commercial construction is allowed until Feb. 15, to give the NPA time to organize a staff to process license applications. Following that date, builders must get a license from the agency before they can start work on a commercial building.

License applications should be submitted, on special NPA forms, to the U.S. Department of Commerce regional office nearest the location of the construction. These offices are in Boston, New York, Philadelphia, Cleveland, Chicago, Atlanta, St. Louis, Kansas City, Dallas, Minneapolis, Denver, Seattle, Los Angeles and San Francisco.

RAIL WALKOUT CLOSES FLOUR MILLS

A "wildcat" walkout of railroad switchmen early in February closed down many flour mills in the U.S. Others were on curtailed production schedules. Many were supplying local users, including bakeries, but customers were calling at the mills for the flour. The walkout started in Chicago Jan. 30 and spread rapidly, despite a call by the Brotherhood of Railroad Trainmen for the men to return to their jobs. A return-to-work movement grew in the East Feb. 5, but Midwest yards remained deadlocked. Also a casualty of the walkout was certain types of mail delivery, including that of The American Baker. The Post Office clamped an embargo on second class mail for Chicago and all points East.

ABA Board Approves Program Plans

Express Rate Hike May Increase Baked Goods Charges 75%

WASHINGTON—The Railway Express Agency has filed with the Interstate Commerce Commission a petition to cancel all less-than-carload commodity rates and charges on articles of food and drink, including bakery products.

The agency also seeks to increase all first-class rates by 57¢ per 100 lb. with second class rates to be 75% of the increased first-class rates. The agency requests that these increases be made effective at the earliest possible date.

If granted, these will mean further increases in costs to bakers, the American Bakers Assn. pointed out in a recent bulletin. For example, the bulletin explained, the cost of shipping 100 lb. 200 miles at first-class rates today is \$3.45. Second-class rates are 75% of that amount or \$2.59.

Commodity rates, which apply to bakery products, are 50% of the first-class or \$1.73 per 100 lb. in the above example. Under the proposed increase, first-class rates would be increased 57¢ cwt. There will be no more commodity rates for bakery products. They will have to be shipped at second-class rates which will be 75% of the increased first-class rates, or in the above example, \$3.02 cwt., an increase of \$1.29 cwt. or 75%.

The proposed increase does not appear to be justified, the ABA said, suggesting that bakers who use Railway Express should immediately file protests with the Interstate Commerce Commission.

An original and seven copies should be sent to the commission, with one copy to the Railway Express Agency. Those sent to the ICC should be addressed: Interstate Commerce Commission, 12th St. & Independence Ave., Washington 25, D.C. Attention Mr. W. P. Bartel. The address of the Railway Express Agency is: Railway Express Agency, 230 Park Ave., New York 17, N.Y.

—BREAD IS THE STAFF OF LIFE— AMF MAY EXPAND

BROOKLYN—The possible necessity for acquiring new production fa-

cilities to meet rearmament program demands was discussed before the Management Club of the American Machine & Foundry Co. here recently. Maj. Gen. Russell L. Maxwell, U.S. Army retired, vice president in charge of personnel for AMF, said the company might be compelled to create new facilities or acquire additional capacity.

—BREAD IS THE STAFF OF LIFE—

HOWARD FILES NOMINATED AGAIN AS MNF PRESIDENT

CHICAGO—Howard W. Files, vice president of Pillsbury Mills, Inc., Minneapolis, has accepted the nomination for second term as president of the Millers National Federation. He took over the duties of president last May, following John L. Locke, president of the Fisher Flouring Mills Co., Seattle, who held the office for two successive terms.

Mr. Files has taken a prominent part in federation activities over the past several years, serving as chairman of the federation's bakery relations committee.

Bakers' Program Schedule for Enrichment Decennial Released

CHICAGO—Terming the 10th anniversary of enriched bread "one of the most significant contributions to your better health," a statement by the president of the American Medical Assn. will emphasize the importance of enriched bread to the American consumer in forthcoming Bakers of America Program advertisements.

At a press conference here Jan. 15, Walter Hopkins, director of the Bakers of America Program, referred to the two-page spread on the contributions of baking, milling and allied industries to public health as the spearhead of the 1951 advertising program.

The advertisement will appear in the Saturday Evening Post March 31, the April Ladies' Home Journal, the May Woman's Home Companion, and Look magazine April 10.

In the public relations end of the promotion, program headquarters will continue to send out editorial matter for newspapers, national magazines, and news syndicates. Scripts furnished by the program committee will also be used on many radio stations, with 160 bakers planning to be interviewed on these programs to further the cause of enriched bread.

Prominent figures in the medical and scientific fields are featured in the lead-off advertising, with their pictures and statements on the value of enriched bread.

Elmer L. Henderson, M.D., president of the American Medical Assn., will spotlight the importance of the program enrichment with statements such as the following:

"I do not think it too much to say that a very important part of the more buoyant health and the increased mental and physical vigor the American people enjoy today can be directly credited to the enrichment of bread with essential vitamins and minerals. . . .

"That is why this 10th birthday of enriched bread is a significant occa-

'51 ADVERTISING TO FEATURE ENRICHMENT'S ANNIVERSARY

Industry Difficulties Under a Controlled Economy Studied—Solicitation of 1952-53 Subscriptions for Bakers of America Program Endorsed

ST. LOUIS — Bakers of America Program plans for the observance of the 10th anniversary of enrichment and a forecast of what the baking industry can expect in governmental regulations and supply restrictions during the coming months were major topics discussed by the board of governors of The American Bakers Assn. at its meeting here Jan. 8-9.

During the 2-day meeting at the Chase Hotel, 31 governors and 10 alternates from 21 states debated problems facing the industry under an emergency economy.

The first day of the meeting, the program and planning committee of the Bakers of America Program met

with Karl Baur, Liberty Baking Co., Pittsburgh, as chairman, to approve plans for the celebration during 1951 of the decennial of the enrichment program. The governors also unanimously approved continuation of the Bakers of America Program and endorsed the solicitation of 1952-53 memberships in the program at an annual rate not to exceed 1/10 of 1% of 1950 sales.

Subscriptions to the program again will be solicited on a two-year basis, for 1952 and 1953. Detailed plans for the 1951 advertising, public relations, merchandising and consumer education campaigns were presented by Walter Hopkins, program director.

(EDITOR'S NOTE: Bakers of America Program plans for capitalizing on the enrichment theme in forthcoming consumer advertising are discussed in an article on page 26.)

The "vociferous and extremely small" group of people who attempt to attract personal publicity by defaming enriched white bread, apparently are unwilling or unable to keep abreast with advances in nutritional science and progress of the baking industry, John T. McCarthy, Jersey Bread Co., Toledo, chairman of the board of the American Bakers Assn., told the board of governors.

"It is a small mind which refuses to recognize the value of a product which scientists credit with not only eradicating certain deficiency diseases from our nation, but enriching the very lives of our people," he stated.

"Critics of enriched white bread are best answered in the words of Dr. Elmer Henderson, president of the American Medical Assn., who declares that a very important part of the more buoyant health and increased mental and physical vigor of the American people can be credited directly to the enrichment of bread with essential vitamins and minerals," Mr. McCarthy declared.

Bakers' Responsibility Noted

"Bakers have a great responsibility to the public. The nutritive and protective values of bakery goods are destined to become increasingly important in the daily diet of the average American family. The baker must use all his managerial skills and ingenuity in holding production costs to the lowest possible level. The industry must be ready at all times to meet increased public demands."

The baker's costs have increased steadily during the past few months, Mr. McCarthy said, but the baker "can be proud of the fact that government statistics show the percentage of increase in the price of bakery products has been much lower during recent years than that of most other foods. Penny for penny, bread is still the public's best food buy," he concluded.

Discussions of the governors cen-

(Continued on page 80)

Professional Men Quoted

Others pictured and quoted in the Bakers of America Program ad are: C. A. Elvehjem, professor of biochemistry and dean of the graduate school, University of Wisconsin; Philip C. Jeans, M.D., professor of pediatrics, Children's Hospital, State University of Iowa, member of the food and nutrition board of the National Research Council; L. A. Maynard, director of the school of nutrition, Cornell University; Thomas Parran, dean of the graduate school of public health, University of Pittsburgh; Russell M. Wilder, M.D., emeritus professor of medicine, Mayor Foundation; R. R. Williams, chairman of the Williams-Waterman Council for the Combat of Dietary Diseases; Norman Jolliffe, M.D., director of the bureau of nutrition, New York City department of health; Frank G. Boudreau, M.D., chairman of the food and nutrition board, National Research Council, and C. G. King, scientific director of the Nutrition Foundation, Inc.

ENRICHMENT ANNIVERSARY FEATURES

The baking industry is making elaborate plans to publicize the 10th anniversary of the enrichment of flour and bread, with emphasis on its benefits to the nation's health. Other features noting the anniversary of enrichment may be found elsewhere in this issue of The American Baker: "Bread and Research," by Dr. Conrad A. Elvehjem . . . Page 19
Bakers of America Program Promotion Plans Detailed . . . Page 26

FLEISCHMANN FILM TIES IN WITH BAKERS' PROGRAM

NEW YORK—In a tie-in with the baking industry's 10th anniversary celebration of enrichment, the Fleischmann division, Standard Brands, Inc., is releasing its motion picture on enriched bread, "The Modest Miracle," for TV showing. The film will be telecast during the anniversary month of March over the coast-to-coast facilities of the American Broadcasting System. Fleischmann is also distributing advertising and promotion plans to bakers and a poster explaining enrichment, so that the consumer may be educated on enriched bread at the same time as the individual baker encouraged to tie-in with Bakers of America Program national advertising.

Wheat, Flour Prices Continue Climb

PRICE FREEZE ORDER SPURS ADVANCE TOWARD CEILINGS

Higher Parity Boosts Potential Ceiling Levels; Bakers Well Booked Ahead on Flour; Influence of Loan Program Fades

By GEORGE L. GATES

Market Editor of The American Baker

In the midst of all the confusion surrounding the government's price control order one fact stands out with singular clarity: The "freeze" put more heat than cold under the wheat market. Wheat prices already had been given a substantial boost by the threat of controls which by law were required to set minimum wheat ceilings above the pre-freeze market. The actual imposition of controls then pushed prices even higher, and by early February futures and cash quotations were 9@12¢ above the levels of early January. Correspondingly, flour prices advanced 20@30¢ sack. Other factors helped move prices up—including general inflation, bigger export demand and a tighter hold on government wheat stocks—but the magnet effect of high ceilings probably was the prime price booster. Prices still are below the potential ceilings, and most observers believe that the advance will continue until these levels are reached. However, some other important market influences deserve attention—influences which could reverse the upward trend, particularly if the world political atmosphere should become more friendly.



George Gates

PARITY ADVANCES TO \$2.35 BUSHEL

Parity for wheat on which the legal minimum ceiling prices for wheat and flour are based, advanced 4¢ in the month ending Jan. 15. This not only set the target for potential ceilings higher but also gives a measure of the growth of inflation during that period. The increase was the largest on record, placing parity on a national average basis at \$2.35 bu. for wheat. The average price for wheat at the farm level then was \$2.09, according to USDA, indicating the increase in wheat prices possible before firm ceilings are imposed. USDA has not translated its minimum ceiling figures to a terminal market basis so there is no sure way of learning when prices approach the freeze level. This is one of the things in the price control order which has caused considerable confusion.

PRICE INCREASES PERMITTED ON WHEAT

The Economic Stabilization Agency's order includes a "pass through" provision allowing processors of farm commodities to increase their prices to reflect increases in costs of items selling below legal minimum ceilings. This, of course, includes wheat which

permitted mills to pass on their increased raw material costs in flour quotations. Broad interpretations of the order point out that a new ceiling for flour is reached each time wheat costs increase. Whether or not these higher ceilings would remain if prices should drop back was not known for certain. However, the competitive flour sales set-up undoubtedly would assure a rollback in this event. Clarification of this and other sections of the measure is expected when a specific milling and baking industry price order is issued.

WAR ATMOSPHERE BOOMS ECONOMY

The chief source of bullish market sentiment, of course, is the tense world situation and the buildup of U.S. armed strength. In early February United Nations troops were at least holding their own in Korea, moves to end the fighting in some sort of a compromise were snarled at U.N. headquarters and Russia was showing no inclination to get along with the U.S. and its allies. The warlike atmosphere continued to encourage inflation despite government efforts to stop it. President Truman's budget calling for expenditure of some \$72 billion in the next fiscal year, though subject to some congressional whittling, is bound to reflect on the whole economy. Industrial expansion for defense means bigger payrolls, more money to spend and more inflationary pressure. Increased taxes and perhaps more workable price controls could offset this somewhat.

SUPPLIES OF WHEAT ABOVE LAST YEAR

On the other side of the market picture there are some views worthy

of more than a glance. First of all is the favorable wheat supply situation. As of Jan. 1, U.S. wheat stocks in all positions totaled 998 million bushels, about 90 million more than a year earlier and the third largest of record. Disappearance in the first six months of the crop year was the smallest since 1942, due to a sharp drop in exports. There are no government restrictions on wheat acreage this year, and in the Southwest seedings were stepped up 6% last fall. Recently the Secretary of Agriculture appealed to spring wheat farmers to step up their plantings this year. Wind, weather and insects will have a lot to do with the final outcome, of course. Considerable concern already has been shown in the Southwest over the presence of greenbugs and lack of moisture.

SMALLER AMOUNT UNDER SUPPORTS

With wheat prices above the loan level, a much smaller amount is under price support this year. By the end of December, 181 million bushels were under loan, compared with 313 million a year earlier. This means that more supplies are available for sale, including loan wheat which may be redeemed by spring. The program, therefore, no longer is an important market prop. Lack of this support would be keenly felt if bearish opinions should get more attention in wheat markets.

EXPORT DEMAND SHOWS EXPANSION

Export demand for wheat improved greatly in January, and some increase in crop year movement may be expected over last year. Most of the sales—some 50 million bushels—were made under the International Wheat Agreement subsidy arrangement. However, the government has failed to increase its subsidy along with wheat prices, and the result of this move will be interesting to watch. Some observers believe demand is strong enough to move the entire U.S. IWA quota of 232 million bushels without larger subsidies and perhaps some additional wheat. In any event, with only about 70 million bushels of the quota remaining and the likelihood of little demand for non-subsidized wheat, a slowdown in

export sales could develop and thus remove some market support.

CCC WITHDRAWS EXPORT OFFERS

The Commodity Credit Corp., which owned outright 271 million bushels of wheat Jan. 1 and had an additional 181 million tied up in loan collateral, no longer is offering its wheat to the private trade for export. Also, it put more limitations on sales for domestic use. Apparently CCC has its supplies committed for the remainder of the year, either to exports or for reserves. This action removed a source of supply since offering prices were within range of the market in January, and the news was given a bullish interpretation. However, if export sales dwindle for lack of sufficient subsidy, the influence of this move may be offset.

—BREAD IS THE STAFF OF LIFE—

CONTINENTAL BAKING '50 NET AT \$5,673,516

Dollar Sales Increase Slightly Over 1949 as Earnings on Common Stock Hit \$3.97

NEW YORK—The Continental Baking Co., in its annual report, records a net profit of \$5,673,516 for the fiscal year 1950, equal to 3.66% of net sales.

Although the 1950 fiscal year consisted of 52 weeks as compared with 53 weeks during 1949, dollar sales during 1950 amounted to \$155,182,652, the report stated. This was an increase of slightly over \$880,000 over the preceding year. Most of this increase was due to price adjustments required by increased costs, it was pointed out, with sales consisting of 76% in bread products and 24% in cakes.

Earnings on each share of common stock for 1950 amounted to \$3.97, compared with \$3.86 per share for the previous year. Total dividends declared out of earnings for 1950 were \$3,115,349.

Net sales of the company's products for 1950 were \$155,182,652, compared with \$154,299,443 in 1949.

In his report to the stockholders, Raymond K. Stritzinger, chairman of the board of the Continental Baking Co., told of plans for the construction during 1951 of two new baking plants on the West Coast; a cake bakery in Los Angeles and a bread bakery in Sacramento.

—BREAD IS THE STAFF OF LIFE—

BAKING INDUSTRY GROUP ISSUES EMERGENCY PLAN

NEW YORK—Hyman Waitzman, Purity Bakeries Corp., chairman of the baking industry committee of the Metropolitan (New York) Defense Committee on Food Supply, has issued a report covering plans for civilian food supply production in the event of an emergency. The committee is conducting an intensive survey of all baking facilities throughout the city with the objective of assuring an uninterrupted flow of baked goods throughout the metropolitan area in a crisis.

Other local representatives of the baking industry serving on the committee are: John C. Ellis, General Baking Co.; Russell Duvernoy, Duvernoy & Sons, Inc.; Ellsworth Timber-

Summary of Flour Quotations

Feb. 3 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.47@6.52	6.75@6.95	6.75@6.95	6.75@6.95	6.75@6.95
Spring high gluten	6.30@6.55	6.30@6.55	6.30@6.55	6.30@6.55	6.30@6.55
Spring short	6.20@6.45	6.20@6.45	6.20@6.45	6.20@6.45	6.20@6.45
Spring standard	6.20@6.45	6.20@6.45	6.20@6.45	6.20@6.45	6.20@6.45
Spring first clear	6.20@6.45	6.20@6.45	6.20@6.45	6.20@6.45	6.20@6.45
Hard winter short	6.15@6.26	5.90@5.95	5.90@5.95	5.90@5.95	5.90@5.95
Hard winter standard	6.10@6.16	5.80@5.90	5.80@5.90	5.80@5.90	5.80@5.90
Hard winter first clear	5.57@6.08	5.15@5.30	5.15@5.30	5.15@5.30	5.15@5.30
Soft winter short patent	6.85@7.62	7.30@7.50	7.30@7.50	7.30@7.50	7.30@7.50
Soft winter standard	6.50@7.30	6.00@6.75	6.00@6.75	6.00@6.75	6.00@6.75
Soft winter straight	6.12@6.25	5.75@5.85	5.75@5.85	5.75@5.85	5.75@5.85
Soft winter first clear	6.12@6.25	5.75@5.85	5.75@5.85	5.75@5.85	5.75@5.85
Rye flour, white	5.43@5.48	5.15@5.55	5.15@5.55	5.15@5.55	5.15@5.55
Rye flour, dark	4.43@4.53	4.30@4.80	4.30@4.80	4.30@4.80	4.30@4.80
	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring high gluten	7.25@7.35	7.20@7.30	7.17@7.27	7.15@7.35	7.15@7.35
Spring short	6.80@6.90	6.80@6.90	6.77@6.87	6.81@7.07	6.81@7.07
Spring standard	6.70@6.80	6.70@6.80	6.67@6.77	6.66@7.02	6.66@7.02
Spring first clear	6.60@6.70	6.60@6.70	6.52@6.67	6.68@6.86	6.68@6.86
Hard winter short	6.60@6.70	6.60@6.70	6.52@6.62	6.42@6.69	6.42@6.69
Hard winter standard	6.40@6.50	6.50@6.60	6.32@6.42	6.27@6.50	6.27@6.50
Soft winter straight	6.00@6.55	6.00@6.55	6.02@6.52	6.00@6.55	6.00@6.55
Soft winter standard	6.00@6.55	6.00@6.55	6.00@6.55	6.00@6.55	6.00@6.55
Rye flour, white	5.75@5.90	5.10@5.40	5.10@5.40	5.79@6.00	5.79@6.00
Rye flour, dark	5.75@5.90	5.85@5.95	5.85@5.95	5.40@5.63	5.40@5.63

man, Continental Baking Co.; Charles E. Larsen, Larsen Baking Co., and Frank A. Lyon, secretary of the Bakers Club, Inc. The committee is using the Bakers Club, Inc., as headquarters.

—BREAD IS THE STAFF OF LIFE—

WARD BAKING RECORDS \$3,139,350 NET PROFIT

Baking Company's Annual Report Shows Increase in Sales Volume, Slight Drop in Earnings

NEW YORK—The Ward Baking Co. for the 52 weeks ended Dec. 30, 1950, recorded a net profit of \$3,139,350, according to an announcement by L. T. Melly, vice president and treasurer of the firm.

The profit is equivalent to \$3.69 a share on 756,661 shares of common stock outstanding at the year's end.

This compares with a net profit for the 53 weeks ended Dec. 31, 1949, of \$3,172,902, equivalent to \$3.85 a share on the 733,187 shares of common stock outstanding at the year end.

Sales in 1950 were \$85,397,364, as compared with \$80,290,263 in the previous year. Faris R. Russell, chairman of the board of the Ward Baking Co., pointed out in his message to the stockholders that the net earnings per share of common stock would have been larger than in 1949 except for an increase in common stock, increased requirements for reserves for total federal taxes on income, and nonrecurring expenses arising from the refinancing of previously outstanding debentures and notes.

Excluding income not derived from sales, the company's margin of profit in 1950 was \$3.42 on each \$100 of sales, compared with \$3.46 in 1949.

—BREAD IS THE STAFF OF LIFE—

ARMOUR OPENS CHICAGO BAKERY SERVICE UNIT

CHICAGO—A new bakery sales and service division for the Chicago area has been announced by Armour & Co. The new unit, designed to provide specialized and more efficient service to Chicago bakers, is scheduled to begin operations Feb. 5, according to M. J. Harder, manager of the bakery sales department.

Under the direction of H. C. Southard, the bakery sales and service division, comprising a staff of salesmen and technical service men, will headquarter in Chicago.

Mr. Southard, with more than 15 years' experience in the baking industry, has been with Armour since 1944. In 1949 he was transferred to Chicago from Baltimore as assistant manager of the bakery sales department.

—BREAD IS THE STAFF OF LIFE—

BURRY BISCUIT RECORDS NET PROFIT OF \$313,919

NEW YORK—The Burry Biscuit Corp., reporting for its fiscal year ended Oct. 31, 1950, recorded a net profit for the period of \$313,919 on net sales of \$6,490,056.

This compares with a net loss of \$144,444 on sales of \$4,163,149 in the preceding fiscal year.

—BREAD IS THE STAFF OF LIFE—

NATIONAL BISCUIT SHOWS INCREASE IN GROSS SALES

NEW YORK—The preliminary report of the National Biscuit Co. for the year ended Dec. 31 shows gross sales of \$296,400,000 for 1950 com-

pared with \$294,400,000 for the same period in 1949.

However, the report shows that the corporation's net profit dropped for the period, from \$21,676,903 in 1949 to the 1950 preliminary figure of \$21,110,431. Earnings per common share dropped from \$3.17 in 1949 to \$3.08 in 1950.

—BREAD IS THE STAFF OF LIFE—

SALES INCREASE

PHILADELPHIA—Sales of the American Stores Co. during November amounted to \$35,634,974, representing an increase of 12% over the \$31,815,729 total for the same month last year. Retail turnover for the eight months ended Dec. 2 jumped 9.6% above the comparable 1949 period, totaling \$298,886,587.

—BREAD IS THE STAFF OF LIFE—

6-MONTH NET EARNINGS OF OMAR, INC., INCREASE

OMAHA—Omar, Inc., has reported unaudited net earnings after taxes of \$402,020 for the 24 weeks ending Dec. 16, 1950, compared with \$350,035 for the period ending Dec. 17, 1949, according to W. J. Coad, Jr., president.

On net sales of \$14,259,891 for the period, the company earned \$980,156. This compares with earnings of \$576,035 on net sales of \$12,815,089 for the period ending Dec. 17, 1949.

Net earnings for 162,894 common shares outstanding amounted to \$2.19 for the 24 weeks in 1950, compared with \$1.90 for the like period of 1949, with 158,124 common shares outstanding.

—BREAD IS THE STAFF OF LIFE—

KROGER CO.'S 1950 SALES TOTAL HITS RECORD HIGH

CINCINNATI—Highest sales in the 68-year history of the Kroger Co. were reported this week for 1950 as record-breaking weekly and period sales ended the year.

Sales for the 13th four-week period ending Dec. 30, 1950, totaled \$78,272,959 to bring the total for 1950 to \$861,212,406. This represents a 7% increase over sales of \$807,739,440 for the same 13 periods last year. Previous high was recorded in 1948, when the total was \$825,668,323.

—BREAD IS THE STAFF OF LIFE—

NAMED BY INTERSTATE

LOS ANGELES—Robert Stock has become public relations director for the Interstate Bakeries Corp. here. This is a new position that has been created within the organization.

January Flour Production Shows Increase Over December Total

Flour mills reporting their production to The Northwestern Miller manufactured 16,639,065 sacks of flour during January. This is an increase of 1,758,224 sacks over the December output. The same mills reported production of 13,845,685 sacks during January, 1950, or 2,793,380 less than for the past month. Two years ago the production for January was 15,467,103 sacks and three years ago, 16,155,410. Based on the Bureau of the Census production for November, the latest available, mills reporting to The Northwestern Miller in that month made 73% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in January, the figures reported to The Northwestern Miller for that month indicate the total flour production for the U.S. was 22,793,000 sacks.

	January, 1951	*Previous month	1950 January	1949 January	1948 January
Northwest	3,664,460	3,203,986	2,990,064	3,255,361	3,068,736
Southwest	6,512,375	5,670,031	5,244,854	5,985,999	6,569,675
Buffalo	2,481,803	2,256,137	2,388,864	2,342,085	2,191,379
Central and Southeast	2,369,859	2,325,774	2,175,485	2,273,609	2,352,931
North Pacific Coast	1,639,568	1,424,913	1,046,418	1,510,049	1,372,789
Totals	16,639,065	14,880,841	13,845,685	15,467,103	16,155,410
Percentage of total U.S. output	73	73	75	73	69

The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950-51		Dec. 30, 1950	Feb. 3, 1951
	High	Low	Close	Close
Burly Biscuit Corp.	5 1/4	3 3/4	4	4
Continental Baking Co.	19 1/2	14 1/4	17	18 1/2
Continental Baking Co., \$5.50 Pfd.	100	95 1/2	96	95
General Baking Co.	12	10	10 1/4	10 1/2
General Baking Co., \$8 Pfd.	166	156	151	*151
Great A. & P. Tea Co.	146 1/4	128 1/2	131	137 1/2
Great A. & P. Tea Co., \$5 Pfd.	137	130	133 1/2	135
Hathaway Bakeries, Inc.	11 1/2	9 1/4	10	10
Horn & Hardart Corp. of New York	34	32 1/4	31 1/2	32 1/4
National Biscuit Co.	39 1/2	35 1/4	32 1/2	34
National Biscuit Co., \$7 Pfd.	186	181 1/4	181 1/2	*181
Purity Bakeries Corp.	34 1/4	30	27 1/2	31
Sunshine Biscuits, Inc.	63 1/4	55	56 1/2	57 1/4
United Biscuit of America	33	28	30 1/4	32 1/2
United Biscuit of America, \$4.50 Pfd.	111 1/2	106 1/2	*106	*108
Ward Baking Co., Warrants	6 1/4	4 1/4	6 1/2	6 1/2
Ward Baking Co.	19 1/2	15 1/4	18 1/4	19
Ward Baking Co., \$5.50 Pfd.	165 1/2	97	101 1/2	101

Closing bid and asked prices on stocks not traded Feb. 3:

	Bid	Asked
Horn & Hardart Corp. of N. Y., \$5 Pfd.	111	113
Horn & Hardart Corp. of N. Y., \$8 Pfd.	162	166
Wagner Baking Co.	7 1/4	8
Wagner Baking Co., Pfd.	108 1/4	109 1/2

*Previous week.

Quantity and Value of Principal Bakery Products, Totals for the United States—1947 and 1939 (Revised). (All figures in thousands)

Product—	1947		1939 (revised)	
	Pounds	Value	Pounds	Value
White pan bread	8,521,157	\$ 937,560	6,823,000	\$460,000
Other bread, except specialty	1,812,919	221,355	1,578,000	116,000
Raisin and other specialty bread	192,476	27,813	441,000	35,000
Rolls and sweet yeast goods	1,555,119	334,812	870,000	112,000
Cakes, doughnuts and hand-made cookies	1,600,394	495,981	1,174,000	216,000
Products specified, total	13,682,065	\$2,017,551	10,886,000	\$939,000

New Figures on Bakery Products Output Released

1947, compared with 10,886,000,000 lb. for a value of \$939,000,000 in 1939.

1948 Census Lists 20,152 Stores

WASHINGTON—Sales of bakery products stores in the U.S. amounted to \$725 million in 1948, according to final Census of Business figures released Jan. 29 by the Bureau of the Census, U.S. Department of Commerce. These figures represent the total sales reported by 20,152 bakery products stores for that year.

Establishments classed as bakery products stores are those primarily engaged in selling bakery products, such as bread, cakes, or pies. Included in this category are single unit stores which bake on the premises and multiunit stores without baking on the premises. Units of a multiunit bakery which bake on the premises were not included in the 1948 Census of Business.

The classification "Bakery products stores" in 1948 is not comparable with the 1939 classification because the latter included caterers and excluded single unit bakeries with baking on the premises whose receipts for the year were over \$5,000, the bureau points out.

For the workweek ended nearest Nov. 15, 1948, there were 82,509 paid employees in bakery products stores.

This release is one of a series on specified kinds of business in retail trade showing basic data on establishments, sales, payroll, and personnel for states, geographic divisions, and the U.S. Data for cities, standard metropolitan areas, and states for retail, wholesale and selected service trades are being issued in a series of 1948 Census of Business Area Bulletins which may be ordered from the Superintendent of Documents, Government Printing Office, Washington, D.C., by requesting "Announcement of 1948 Census of Business Area Bulletins," the official order blank.

A series of 1948 Census of Business Subject Bulletins is now being prepared. Requests to be placed on the mailing list to receive the announcement and order blank for this series should be addressed to the Bureau of the Census, Washington 25, D.C.



EASTER EGG PROMOTION REPEATED—The Russell-Miller Milling Co., Minneapolis, is repeating its Cake Easter Egg promotion launched last year. The illustration above shows company executives looking over the promotional pieces to be made available to bakers throughout the country to help them increase their Easter business. At the left is Leslie F. Miller, president of the company, as M. F. Mulroy, executive vice president, calls his attention to the window dressings and egg baskets furnished to bakers as part of the Cake Easter Egg kit. Also included are cake molds, window display pieces and tested formulas. An article on the promotion appears on page 30 of this issue.

Program Set for Annual Meeting of Bakery Engineers

CHICAGO—Plans for the program of the 27th annual meeting of the American Society of Bakery Engineers to be held at the Edgewater Beach Hotel, Chicago, March 5-8, are now well completed, according to ASBE spokesmen.

Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., will feature the morning session March 5 with a message from the ABA to the ASBE. He will be followed by Arch N. Booth, executive vice president of the U.S. Chamber of Commerce, Washington, speaking on "Growing with Leadership."

The program committee responsible for the program consists of the four officers of the society, the program chairman and his assistant. The officers for the society year,

March, 1950-March, 1951, are Don F. Copell, Wagner Baking Corp., Newark, N.J., president; Earl B. Cox, Helms Bakeries, Los Angeles, Cal., 1st vice president; Charles E. Riley, Brolite Co., Chicago, 2nd vice president, and Victor E. Marx, American Dry Milk Institute, Inc., Chicago, secretary-treasurer.

Each of the sessions, beginning Monday afternoon, March 5, and continuing through Thursday afternoon, March 8, will be headed by a session chairman. Those in charge of the sessions are: Monday afternoon, M. J. Swortfiguer, the Kroger Co., St. Louis; Tuesday morning, Martin Eisenstaedt, American Stores Co., Philadelphia; Tuesday afternoon, C. L. Brooke, Merck & Co., Inc., Rahway, N.J.; Wednesday morning, Elmer F. Glabe, Food Technology, Inc., Chicago; Wednesday afternoon, E. L. Creety, Brolite Co., San Francisco; Wednesday evening, Glenn E. Hargrave, Panipus Co., Mt. Prospect, Ill.; Thursday morning, Frank R. Schwain, Procter & Gamble, Cincinnati, and Thursday afternoon, Arthur F. Cordes, Mees' Bakery, Inc., Philadelphia.

Special events chairmen are Fred P. Siebel, Jr., Siebel Institute, Chicago, engineers dinner; William L. Grewe, International Milling Co., Chicago, baked foods display; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., Early Birds' breakfast, and Harry D. Gardner, Union Steel Products Co., Albion, Mich., entertainment and music. Harold Mykles, Barbara Ann Bakery, Los Angeles, will assist Mr. Gardner.

Program chairman for the 1951 meeting is J. S. Devanny, International Milling Co., Lincoln, Ill., and his assistant is L. P. Kenney, Red Star Yeast & Products Co., Milwaukee, Wis.

Property manager for the meeting is Lester D. Witt, J. W. Allen & Co., Chicago.

TO HEAD BAKING FIRM

BINGHAMTON, N.Y.—Mrs. Helen M. Schmidt, widow of the late Albert C. Schmidt, has been elected president of Curly Top Bakeries, Inc., suc-

ceeding her husband. She was formerly treasurer. Other officers elected were: E. C. Finch, vice president; Norman J. Wager, secretary, and G. E. Kallfelz, treasurer. Mr. Finch is general manager and Mr. Kallfelz production manager.

—BREAD IS THE STAFF OF LIFE—

ST. PAUL BAKERS MEET

ST. PAUL—An opportunity for members of the Associated Bakers of St. Paul to check their ingredient prices with an eye to price revision caused by rising raw material costs was a feature of the group's Jan. 17 meeting at Ramaley's Hall. A. J. Vander Voort, head of the Dunwoody Baking School, Minneapolis, compared costs and noted necessary revisions.

—BREAD IS THE STAFF OF LIFE—

FRED WEBERPALS ELECTED BAKERS CLUB PRESIDENT

NEW YORK—Fred Weberpals, H. C. Bohack Co., Inc., was elected president of the Bakers Club, Inc., at the annual luncheon and meeting of the group held at the Hotel Belmont-Plaza here Jan. 31. Other officers elected at the meeting were: Don F. Copell, Wagner Baking Corp., first vice president; Benjamin H. Ballard, Riegel Paper Corp., second vice president; Ernest B. Keirstead, treasurer, and Frank A. Lyon, secretary.

Charles E. Larsen, Larsen Baking Co., Inc., retiring president, thanked all the officers and committee members and particularly Frank A. Lyon for their service to the club. In surrendering the gavel to the newly-elected president, he urged that the same cooperation be extended and stated that he hoped that the coming year would prove very successful.

In assuming the presidency, Mr. Weberpals thanked all the members for their confidence in electing him to office and stated that he would do his very best to uphold the standards of the club and asked the cooperation of everyone.

At the meeting 14 new members of the 25-Year Club were introduced and presented with a parchment scroll for loyal and distinguished service. The total membership of the 25-year group is now 63.

Past president Ernest Hollmuller, John Reber Baking Corp., created an inscribed and decorated cake for the occasion. Following the meeting the cake was sent to a children's institution.

Frederick W. Tranfield, E. I. du Pont de Nemours & Co., New York, was elected a resident member at the meeting.

—BREAD IS THE STAFF OF LIFE—

MASTER BAKERS INSTALL OFFICERS IN CINCINNATI

CINCINNATI—Officers of the Cincinnati Master Bakers Assn. were installed at a recent meeting in the association headquarters here. They are: president, William F. Thie, Virginia Bakery; vice president, Walter Lippert, Lippert's Bakery; secretary-treasurer, John Kirchner, and directors: Carl Litschgi, North College Hill Bake Shop; Henry Luttmer, Luttmer's Bakery; Edward Oltmann, Wyoming Pastry Shop; Carl Overmann, Overmann's Bakery, and Edward Pape, local representative for H. Hexter & Son, Cleveland. Mr. Pape is the suppliers' representative on the board.

The association has 150 members, of whom 90 are active bakers. The others are representatives of supply houses.

7 Southwestern Baking Firms Form C. J. Patterson Co.

KANSAS CITY—Stockholders of seven companies associated with the C. J. Patterson Co., Kansas City, have approved terms for a merger which will simplify their corporate structure, C. J. Patterson, president of the company, has announced.

The surviving company is to be known as the C. J. Patterson Co. and will have an authorized capital of 100,000 shares of \$10 par, 5% preferred and 500,000 shares of \$1 par common. After exchange of these shares for those of the associated companies the outstanding capital will amount to \$1,353,400.

The seven companies involved are the Ark Bakers, Inc., Kansas City; Ark Bakers, Inc., Wichita, Kansas; C. J. Patterson Co., Kansas City; Delta Bread Co., Greenville, Miss.; Holsum Bread Co., Chattanooga, Tenn.; Ark Bakers, Hot Springs, Ark., and the Sally Ann Bread Co., Grand Junction, Colo.

—BREAD IS THE STAFF OF LIFE—

MINNESOTA BAKERS PLAN FOUR REGIONAL MEETINGS

MINNEAPOLIS—The Associated Bakers of Minnesota is planning four regional meetings for the month of March, to be held throughout the state, according to a recent announcement by J. M. Long, secretary of the association.

Meetings are scheduled for Mankato March 13, St. Cloud March 15, Duluth March 27 and Minneapolis March 29.

Mr. Long will release a program of speakers planned for the meetings and the hotels at which they will be held at an early date.



Claude H. Webster

TO PATTERSON POST—Claude H. Webster, formerly district manager of the Kroger Co., Chicago, will join the C. J. Patterson Co., Kansas City, March 1, as executive vice president. He will work closely with C. J. Patterson, company president, in the administration of bakery services and plant operations. Originally from Memphis, Mr. Webster has been active in the food industry throughout his business career. He had been with Kroger for over 14 years.

Enriched Bread

MEANS Better Living



FOR THE AMERICAN PEOPLE

The human values of the Enrichment Program have been factually established in terms of higher health levels, and improved mental and physical vigor.

Surveys Confirm Results of Bakers' Program

The comparative findings of the notable New-foundland Nutrition Surveys and the authoritative data from the New York State Nutrition Survey reaffirm with scientific accuracy what had been previously known—that nutritional deficiencies of thiamine, riboflavin, and niacin have been notably reduced by Enrichment.

If reaffirmation of the far-reaching value of Enrichment were needed, these and other clear indications provide tangible evidence. They afford a challenge to every baker. The bakers of America have the enviable opportunity and vital responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.



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With Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting) — **SPEEDY DISINTEGRATION** (to fit your production schedule) — and **UNIFORM ENRICHMENT** (fine particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.

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Questions and Answers

A SERVICE FOR BAKERS

Conducted by
Adrian J. Vander Voort
Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

Egg Cookies

I would appreciate formulas for Jewish egg cookies, if any are available.—E. L., Ont.

Following are two formulas for Jewish type egg cookies you may wish to try out.

JEWISH TYPE EGG COOKIES (No. 1)

Mix together with a paddle in cake machine:

6 lb. fresh broken shell eggs
1 lb. 8 oz. sugar
1 oz. salt

Add:

7 lb. strong high gluten patent flour

Mix for 2 or 3 minutes on second speed to thoroughly develop the flour, then add dissolved

4 oz. water (variable)
½ oz. ammonia, powdered

Add:

1 lb. salad oil (variable—1 pt.)

Continue to mix all together until thoroughly developed. This dough should barely be firm enough to handle. Shape in a strip, using strong patent flour for dusting. Roll out on a canvas cloth, or adjust moisture for a drop type by adding slightly more water.

Dough may be made up immediately or allowed to rest, then cut into squares, oblongs, or with a large round cutter similar to cutters used for turnovers. Place on pans rubbed with oil and dusted with strong bread flour. Let rest, then bake at approximately 400° F.

EGG COOKIE FORMULA (No. 2)

Mix as for sponge cake, until lemon color and well whipped:

4 qt. whole eggs
1 qt. egg yolk
2½ lb. granulated sugar

Change to beater paddle and add:

1½ qt. salad oil
8½ lb. high gluten flour
¼ oz. ammonia
Salt to suit

As this mixture is very soft beat this dough very, very well on second speed to develop the gluten in the flour. Thus the dough will stiffen to a consistency that you will be able to roll. Roll out to ¼ in. thick, cut into squares of 3 in. or so. Put only 12 on a pan as they spread more than double their size.

Use dusted pans, brush very lightly with oil on top. Use warm oven and

use steam, as for bread. This mix yields about 225 units. This is what they call Baltimore Keichels.

Danish Pastry

We would like a complete Danish formula that will not dry out so much, as our rolls get a little dry. How long will dough keep under 38° —G. B., Ill.

Following is a formula which is somewhat richer than the one you are using. It is recommended that Danish pastry should not be retarded more than 48 hours. A richer dough can stand a longer period of refrigeration than can a lean one.

DANISH PASTRY

42 lb. brown sugar
40 lb. emulsifying type shortening
5 lb. salt
10 oz. cardamon
Lemon flavor to suit
3 lb. malt
10 lb. milk solids (nonfat)
50 lb. eggs
12 lb. 8 oz. yeast
130 lb. water
180 lb. bread flour
90 lb. pastry flour
Use 3½ lb. roll-in to every 18 lb. dough.

Trouble With Macaroons

We have been having considerable trouble with our coconut macaroons. They get hard and stay hard. Here is the formula we are using; I hope you have some suggestions so that we can get a soft macaroon.—W.A., Mont.

COCONUT MACAROONS

No. 1

35 lb. coconut
4 lb. cornstarch
7 oz. cream of tartar
5¼ oz. soda
3½ oz. salt
5 lb. 4 oz. egg whites

No. 2

6 lb. 4 oz. water
22 lb. 12 oz. granulated sugar
15 lb. 5 oz. glucose
14 lb. invert syrup
Bring No. 2 to boil about 212° F. Mix No. 1 on mixer until well mixed. Add No. 2 and mix at 180 r.p.m. 2½ minutes. Bake at 390° F.

Thanks for telling me of the trouble you are having with your coconut macaroons drying out. I would like to offer the following suggestions:

Mix the coconut, starch and salt together plus 1 lb. shortening. Then boil the water, sugar, glucose and invert syrup to about 212° F. Add this to the above mixture and mix thoroughly. Allow the mixture to cool down to about 140° F. Then add the egg whites and from 8 to 10 oz. baking powder.

You will note that we eliminated the soda and cream of tartar. If desired, the invert syrup content may be increased somewhat and the corn syrup decreased. The invert syrup being more hygroscopic than the glucose should help to improve the keeping quality of the macaroons. I am quite sure that the above should make an improvement.

An Enrichment Anniversary Feature:

Bread and Research

WHEN I was first asked for a title for this discussion, I was inclined to use *The Staves of Life—Bread and Research*. However, the term "staff of life" is so deeply entrenched in our thinking that it would be almost sacrilegious to modify it in any way. Nevertheless, I can talk about bread and research.

Perhaps we should define our terms before discussing the larger subject. Just in case you do not know what bread is, the Federal Register of Aug. 8, 1950, states that the food commonly consumed and usually known as bread is "prepared by baking a kneaded yeast-leavened dough made by moistening flour with water (or with certain other liquid ingredients hereinafter specified, alone or in combination with water) with the addition of salt, and usually with the

EDITOR'S NOTE: The accompanying article is the essential text of an address delivered by Dr. Elvehjem at the 1950 annual convention of the American Bakers Assn., Chicago. Professor of the department of biochemistry and dean of the Graduate School of the University of Wisconsin, Madison, Dr. Elvehjem is one of the nutritional and medical experts quoted directly on the benefits of enrichment of bread in Bakers of America Program advertising celebrating the 10th anniversary of enrichment. An article on this forthcoming advertising appears on page 26 of this issue.

addition of certain other ingredients as hereinafter set forth."

The term "research" is also well known to you since this word has been widely used, and perhaps over-used, in our generation. Actually, research is merely the application of scientific methods to the problems which we wish to solve. It is obvious that there are many problems which both the industry and the public have wanted to solve regarding the flour, the yeast, the milk, and the other ingredients which have been used, and are being used, in the manufacture of bread.

As far as the individual is concerned, the main motivation for research is intellectual curiosity. The problems in bread making are sufficient to challenge the curiosity of most individuals. As you know, leaven was systematically used in bread making in Egypt as early as 2000 B.C. In ancient times the art of controlling fermentation in bread dough was combined with superstition, but in modern times the art has been related to science and scientific methods. The chemist, Dumas, first advocated the determination of the baking value of flour by means of baking tests conducted under strict laboratory control. The developments since that time are well known to all of you.

A Valuable Tool

The tiny yeast cells so important in bread making have attracted scientists for the sheer joy of understanding living processes. The yeast cell has been a valuable tool, both to the pure and applied scientist. Perhaps I should not say pure and applied scientist because in the words

By Dr. Conrad A. Elvehjem
University of Wisconsin

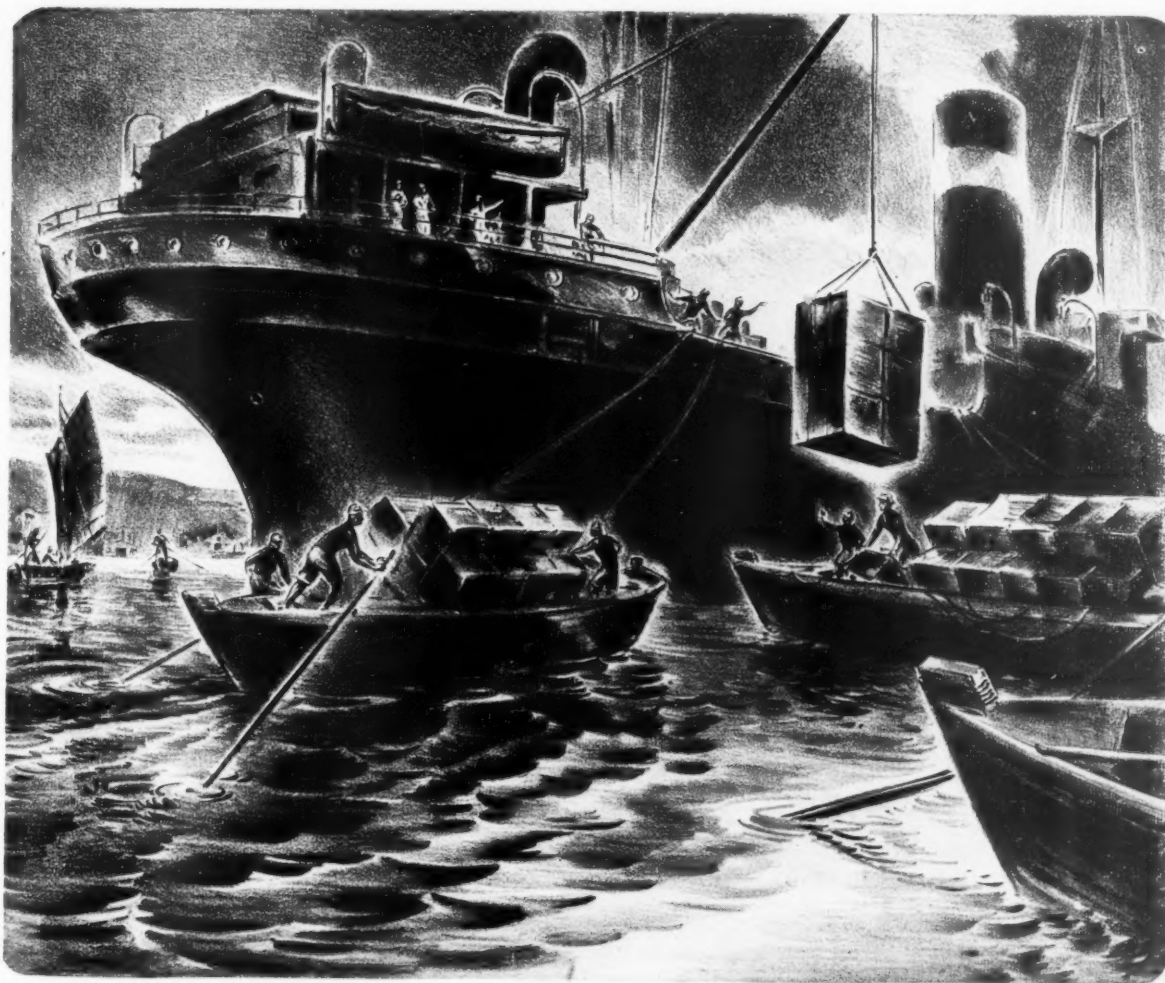
of Frank Jewett "Fundamentally industrial research differs from basic science research in only one particular—its objectives. It employs the

same type of men trained in the same school; the same methods and tools, and has need of the same store of information. There is no barrier to the flow of men from the sector of basic to that of applied research either within the structure of the industrial laboratory itself or between the university and industry.

Merely by throwing the switch of his curiosity, the trained scientist can be a productive worker in basic science one day and in industry the next if the occasion demands."

It is fortunate that the baking industry and the milling industry have had this close contact with workers in the basic field. So, for example, the early work of Osborne and Mendel on certain plant proteins was applied not only to the technology of bread making but to studies on the nutritive value of flour and bread. The early work on the unknown organic constituents of yeast

(Continued on page 24)



"LOADING TEA IN CEYLON"—AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENREID

"TEA FOR TWO"*

"Tea for two" is a fast growing American custom, but good tea must be carefully packaged to preserve its full flavor and aroma . . . and to prevent contamination by outside odors. To secure this protection, most of the best-known brands use special Riegel papers . . . highly protective papers that are attractive to the eye and that work well on modern packaging machinery.

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TAILOR-MADE PAPERS FOR PROTECTIVE PACKAGING

Feature Muffins for Mealtime Variety

These Popular Products Can Be Made
Up in Many Varieties — Need Proper
Merchandising for Consumer Acceptance

By **A. J. Vander Voort**
Technical Editor, *The American Baker*

FIG MUFFINS

Cream together:

- 1 lb. 12 oz. granulated sugar
- 12 oz. shortening
- 1½ oz. soda
- 1½ oz. salt

Add gradually:

- 1 lb. whole eggs

Stir in:

- 1 qt. molasses

Add:

- 4 lb. milk

Stir in:

- 2 lb. 8 oz. chopped black figs

Stir together and add:

- 4 lb. 12 oz. bread flour
- 3 oz. baking powder

Add and mix in:

- 1 lb. whole wheat flour

Deposit in greased cup cake or muffin pans. Bake at about 375° F.

CORN MUFFINS (No. 1)

Cream together:

- 1 lb. 4 oz. granulated sugar
- 9 oz. shortening
- ¾ oz. salt

Add gradually:

- 14 oz. whole eggs

Sift together:

- 1 lb. 14 oz. cake flour
- 1 lb. 2 oz. corn meal
- 2 oz. baking powder

Add this alternately with:

- 2 lb. 8 oz. milk

Mix this thoroughly. Then deposit into greased cup cake or muffin pans and bake at about 375° F.

HONEY WHOLE WHEAT MUFFINS

Cream together:

- 12 oz. granulated sugar
- 12 oz. shortening
- ¾ oz. salt
- 1 oz. soda

Add gradually:

- 10 oz. whole eggs

Stir in:

- 1 lb. 4 oz. honey
- 3 lb. milk

Add:

- 12 oz. seedless raisins

Then add and mix in:

- 1 lb. 12 oz. whole wheat flour
- 12 oz. bread flour

Drop into greased cup cake or muffin tins. Bake at about 380° F.

HONEY MUFFINS

Cream together:

- 1 lb. 6 oz. granulated sugar
- 1 lb. 6 oz. shortening
- 1 oz. salt
- 2 oz. soda

Add gradually:

- 1 lb. whole eggs

Then add:

- 3 lb. honey

Stir in:

- 5 lb. 8 oz. milk

Add:

- 1 lb. 8 oz. seedless raisins

Mix together, and mix in well:

- 4 lb. whole wheat flour
- 12 oz. bread flour

Deposit in greased cup cake or muffin

fin pans. Bake at 380° F.

Note: These muffins may be baked in paper lined cup cake pans if desired.

PEACH MUFFINS

Cream together:

- 1 lb. 12 oz. granulated sugar
- 12 oz. shortening
- 1½ oz. soda
- 1½ oz. salt

Add gradually:

- 1 lb. whole eggs

Stir in:

- 1 qt. molasses

Add:

- 4 lb. milk

Stir in:

- 2 lb. chopped dried peaches

Sift together and add:

- 4 lb. 12 oz. bread flour
- 3 oz. baking powder

Add and mix in:

- 1 lb. whole wheat flour

Deposit in greased cup cake or muffin pans. Bake at about 375° F.

BLUEBERRY MUFFINS

Cream together:

- 1 lb. 12 oz. granulated sugar
- 1 lb. shortening
- 1½ oz. salt

Add gradually:

- 12 oz. whole eggs

Sift together:

- 4 lb. cake flour
- 2 oz. baking powder

Add this alternately with:

- 2 lb. milk

Mix until smooth, then mix in carefully:

- 2 qt. fresh cleaned blueberries

Deposit into greased cup cake or muffin pans. Bake at about 380° F.

HAWAIIAN MUFFINS

Cream together:

- 2 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. shortening
- 1 oz. salt



Whole Wheat Brazil Nut Muffins

Add gradually:

- 12 oz. whole eggs

Stir in:

- 1 lb. 8 oz. milk

Sieve together, add and mix in until smooth:

- 3 lb. 4 oz. cake flour
- 2 oz. baking powder

Then mix in:

- 2 lb. 12 oz. crushed pineapple

Deposit into greased cup cake or muffin pans. Bake at about 375-380° F.

Note: Drain the pineapple thoroughly before adding it to the batter.

PEANUT BUTTER MUFFINS

Cream together:

- 1 lb. granulated sugar
- 4 oz. shortening
- 8 oz. peanut butter
- ¾ oz. salt
- ¾ oz. soda

Add gradually:

- 8 oz. whole eggs

Stir in:

- 1 pt. honey

Add:

- 2 lb. milk

Mix together and add:

- 2 lb. bread flour
- 1 lb. whole wheat flour
- 1½ oz. baking powder

Muffin Varieties

HOT muffins and plenty of butter make a taste combination that is hard to beat, particularly if the muffins are served hot. That's the secret of building up a substantial business in muffins—have your sales girls emphasize the importance of serving them hot by putting them in a medium oven for just a moment before serving. Suggestive selling by the sales force will pay dividends in repeat business, and will be appreciated by the housewife when she finds out how her meal planning is helpful. Muffins have long been known as a home-type baked product; the baker can swing many homemakers over to his bakeshop by producing a quality muffin and merchandising it properly. The accompanying formulas make it possible for the baker to satisfy the most discriminating customer. If he desires, the baker can make a number of varieties by substituting nuts, currants, diced fruit, etc., for raisins. They may also be used in combinations. In some areas such stand-bys as blueberry muffins will be the most important drawing-card in the showcase, but in other communities the housewife might be tempted to try something unusual, such as the peanut butter or potato muffins. This consumer acceptance can best be determined by offering a variety and checking comparative sales, or by a sampling procedure. When fruit is used, it should be drained thoroughly before adding it to the muffin batter.



A. J. Vander Voort

Then add and mix in:
1 lb. seedless raisins
Deposit into greased cup cake or muffin pans. Bake at about 375° F.

RYE MUFFINS

Cream together:

- 1 lb. 4 oz. brown sugar
- 1 lb. shortening
- 1 oz. salt

Add gradually:

- 8 oz. whole eggs

Stir in:

- 2 lb. milk

Sift together, add and mix in thoroughly:

- 1 lb. rye flour
- 8 oz. bread flour
- 2 oz. baking powder

Deposit into greased cup cake or muffin pans. Bake at about 375° F.

Note: Chopped nuts, dates or raisins may be added to this formula if desired.

DATE BRAN MUFFINS

Cream together:

- 2 lb. granulated sugar
- 12 oz. shortening
- 1½ oz. soda
- 1½ oz. salt

Add:

- 1 lb. whole eggs

Stir in:

- 1 qt. molasses

Add:

- 4 lb. milk

Sift together and add:

- 4 lb. 4 oz. bread flour
- 2½ oz. baking powder

Then mix in:

- 1 lb. 8 oz. bran

Add:

- 1 lb. chopped pitted dates

Deposit into greased cup cake or muffin pans and bake at about 375° F.

WHOLE WHEAT MUFFINS

Cream together:

- 1 lb. granulated sugar
- 7 oz. shortening
- ¾ oz. soda
- ¾ oz. salt

Stir in:

- 8 oz. whole eggs

Add:

- 1 pt. molasses

Stir in:

- 2 lb. milk

Sieve together and add:
 1 lb. 12 oz. bread flour
 1½ oz. baking powder
Then add and mix in well:
 1 lb. 4 oz. whole wheat flour
 12 oz. seedless raisins
 Bake in greased cup cake or muffin pans at about 360-375° F.

POTATO MUFFINS

Cream together:
 2 lb. granulated sugar
 1 lb. shortening
 1 oz. salt
 ½ oz. soda
 ¼ oz. ammonia
Add:
 6 oz. whole eggs
Mix together and add:
 2 lb. milk
 12 oz. whole eggs
Sift together, add and mix smooth:
 2 lb. 8 oz. cake flour
 8 oz. granulated potato flour
 1 oz. cream of tartar
 Deposit into greased cup cake or muffin pans. Bake at about 380° F.

OATMEAL DATE MUFFINS

Cream together:
 1 lb. 8 oz. sugar
 1 lb. shortening
 1½ oz. soda
 1½ oz. salt
Add:
 1 lb. whole eggs
Mix in:
 2 lb. honey
Add gradually:
 4 lb. milk
Sift together and add:
 4 lb. 8 oz. bread flour
 3 oz. baking powder
Add and mix in thoroughly:
 1 lb. 8 oz. oatmeal
 2 lb. chopped pitted dates
 Deposit into pans of desired size and bake at about 375° F.

OATMEAL MUFFINS

Cream together:
 12 oz. sugar
 7 oz. shortening
 ¾ oz. soda
 ¾ oz. salt
Add:
 8 oz. whole eggs
Add:
 1 pt. molasses
Stir in:
 1 qt. milk
Stir in:
 8 oz. raisins
Sieve together and add:
 2 lb. 4 oz. bread flour
 1½ oz. baking powder
Then add:
 12 oz. oatmeal
 Drop in greased cup cake or muffin pans. Bake at about 375° F.

BANANA MUFFINS (No. 1)

Cream together:
 2 lb. 12 oz. sugar
 1 lb. 10 oz. shortening
 1 oz. soda
 2 lb. ripe bananas
 1 oz. salt
Add gradually:
 1 lb. 4 oz. whole eggs
Stir in:
 1 lb. 8 oz. buttermilk
Then add and mix in until smooth:
 3 lb. bread flour
 Deposit into greased muffin or cup cake pans of desired size. Bake at about 360-370° F.

WALNUT MUFFINS

Cream together:
 1 lb. granulated sugar
 6 oz. shortening
 ¾ oz. soda
 ¾ oz. salt

Add gradually:
 8 oz. whole eggs
Add:
 2 lb. milk
Sieve together and add:
 2 lb. 4 oz. bread flour
 1½ oz. baking powder
Then add:
 12 oz. bran
 1 lb. chopped walnuts
 Deposit into greased muffin or cup cake pans. Bake at about 375° F.

BANANA MUFFINS (No. 2)

Cream together:
 2 lb. 12 oz. granulated sugar
 2 lb. 8 oz. shortening
 2½ oz. salt
 ¾ oz. soda
Add and mix in:
 8 lb. ripe bananas
Then add:
 1 lb. 12 oz. eggs
Sift together, add and mix in until smooth:
 6 lb. 8 oz. cake flour
 5¼ oz. baking powder
 Deposit into greased cup cake or muffin pans of desired size. Bake at about 375° F.
Note: Be sure to mash the bananas thoroughly before adding in order to eliminate lumps.

VEGETABLE MUFFINS

Cream together:
 2 lb. 8 oz. granulated sugar
 1 lb. 8 oz. shortening
 1 oz. salt
Add gradually:
 1 lb. 4 oz. whole eggs
Stir in:
 2 lb. milk
Sift together and mix in until smooth:
 3 lb. bread flour
 3 oz. baking powder
To the above add the following mixture:
 8 oz. shredded carrots
 8 oz. shredded turnips
 8 oz. shredded apples
 Mix in until well blended.



The Ever-Popular Blueberry Muffins

Deposit into greased cup cake or muffin pans. Bake at about 375° F.
Note: The vegetables should not be cooked, but used raw. If desired, 8 oz. of fine cut spinach may be added.

RICE MUFFINS

Cream together:
 12 oz. brown sugar
 12 oz. shortening
 1 oz. soda
 ¾ oz. salt
Add gradually:
 10 oz. whole eggs
Mix together and stir in:
 1 lb. 4 oz. honey
 3 lb. milk
Add:
 12 oz. chopped dates
Then add:
 1 lb. rice flour
 1 lb. 8 oz. bread flour
 Deposit into greased cup cake or muffin pans. Bake at about 375° F.

PINEAPPLE MUFFINS

Cream together:
 1 lb. granulated sugar
 12 oz. shortening
 ½ oz. salt
Add gradually:
 6 oz. whole eggs
Stir in:
 12 oz. milk
Sift together and mix in:
 1 lb. 12 oz. flour
 1 oz. baking powder
Then stir in:
 1 lb. 8 oz. crushed pineapple
 Deposit into greased cup cake or muffin pans. Bake at about 375° F.
Note: Drain the pineapple thoroughly before adding it to the mixture. Bake the muffins as soon as possible after they have been dropped into the pans.

FRUIT NUT MUFFINS

Cream together:
 1 lb. 8 oz. brown sugar
 1 lb. shortening
 1 oz. salt
 1½ oz. soda
Add gradually:
 12 oz. whole eggs

Mix together and add while warm:
 1 lb. 4 oz. ground pitted dates
 12 oz. ground seeded raisins
 2 lb. hot water

Mix together and add:
 2 lb. cake flour
 12 oz. whole wheat flour
 ¾ oz. baking powder

Then mix in:
 1 lb. chopped pecans
 Deposit into greased cup cake or muffin pans. Bake at about 375° F. Remove from the pans while still warm in order to prevent sticking.

CORN MUFFINS (No. 2)

Cream together:
 1 lb. granulated sugar
 8 oz. shortening
 1 oz. salt
Add gradually:
 12 oz. whole eggs
Stir in:
 2 lb. milk
Blend together and mix in until smooth:
 2 lb. flour
 12 oz. corn meal
 1¾ oz. baking powder
Then add and mix in:
 12 oz. corn (canned)
 Deposit into greased cup cake or muffin pans. Bake at about 375° F.
Note: Drain the canned corn thoroughly before adding to the batter.

YEAST RAISED CORN MUFFINS

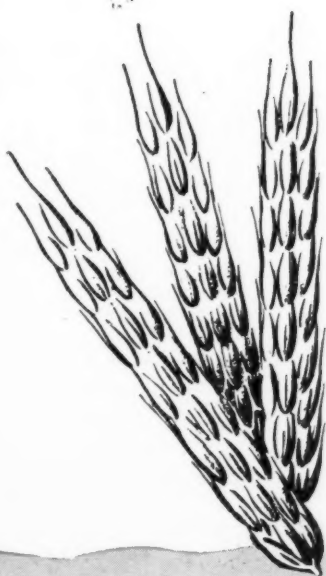
Bring to a boil:
 6 lb. water
Stir in:
 2 lb. corn meal
Allow this to cool. When cool place the mixture in a mixer and add:
 1 lb. 4 oz. brown sugar
 1 lb. whole eggs
 2½ oz. salt
 12 oz. milk solids (nonfat)
 6 lb. bread flour
Start mixing and then add:
 8 oz. yeast dissolved in
 2 lb. water
When the dough is ¾ mixed, add:
 1 lb. 4 oz. shortening
 Dough temperature should be about

*Four
separate milling units
at the same location*

4

**...to serve
bakers with**

- 1 SPRING AND HARD
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



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Bread and Research

(Continued from page 19)

extract necessary for the growth of yeast cells led finally to the suggestion that these growth-promoting substances were similar to the vitamins required for the normal development of animals. Yeast was used as a source material for the isolation of several of the B vitamins. Similarly work on wheat germ helped in some of the early studies on the so-called B vitamins. These are the

same vitamins which we now talk about as synthetic compounds which may be added at will to bread and other food materials. These are only a few examples but they are sufficient to emphasize that the switch of curiosity has been thrown rather frequently.

The Universal Food

I think it is important to point out that bread making was not developed to preserve a food such as was butter, cheese, canned foods, etc. Wheat is a stable product and can be stored for long periods of time until it is ready to be made into flour

and bread. Therefore, bread was produced because people liked it and hence it became a universal food—the staff of life.

The best example of the universal significance of bread is the widespread discontent among soldiers when they are deprived of bread and restricted to army biscuits. You are familiar with the great interest in the development of a canned combat loaf of bread. Therefore, bakers have a responsibility that many food processors do not have. The finished product which they produce must appeal to a variety of tastes, and it

must carry its fair share of the essential nutrients needed for optimum health.

Unfortunately, in the attempt to prepare bread more acceptable to all classes of people, some loss in food value of the final product resulted. These changes occurred before our knowledge of nutrition was thoroughly established. Certain chemical analyses and animal feeding trials to a limited extent, suggested some decrease in the nutritive value of flour during extensive milling. However, these changes were not thoroughly understood and most nutritionists suggested that the way to overcome this difficulty was through the wider use of whole wheat bread. Some bakers, as many of you know, tried to promote the use of whole wheat bread but in general were largely unsuccessful.

Deficiencies Recognized

Although these deficiencies in bread were recognized, any attempt to solve the problem was largely ignored until the beginning of preparations for World War II. Like most human endeavors, much discussion and much talk takes place before definite action is taken. Usually the action must depend upon developments in related fields. Great progress was being made in the field of nutrition but the interest of the organic chemists in the new vitamins allowed the greatest advance. We must recognize that even today it is less than 20 years since vitamins were first synthesized. Vitamin C was synthesized in 1932 and vitamin B₁ (or thiamine) was synthesized in 1936.

It is unnecessary for us to emphasize the significance of these developments. It was not merely the synthesis of these compounds but the commercial production of these materials in sufficient quantities to be used in large scale improvements in the nutritive value of foods and the decrease in cost due to commercial production. With the availability of the pure vitamins came improved methods for the estimation of these substances in natural materials. We must not forget that many of the early methods for estimating vitamins which were dependent upon the animal feeding trials could only determine the vitamin content of foods that were very rich in these substances.

In other words it was impossible to feed sufficient quantities of many foodstuffs to test animals in order to secure an adequate assay.

Some of you will remember that certain workers advocated the addition of wheat germ to flour in order to improve the vitamin content of

(Continued on page 65)

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CUSTOMERS COME BACK
AGAIN AND AGAIN!

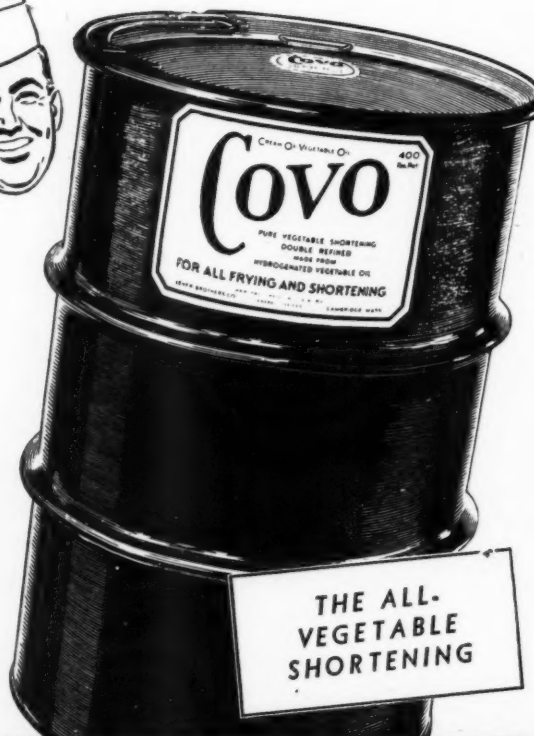
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2. TENDER PASTRIES
3. TASTIER FRIED FOODS



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—THE ECONOMY
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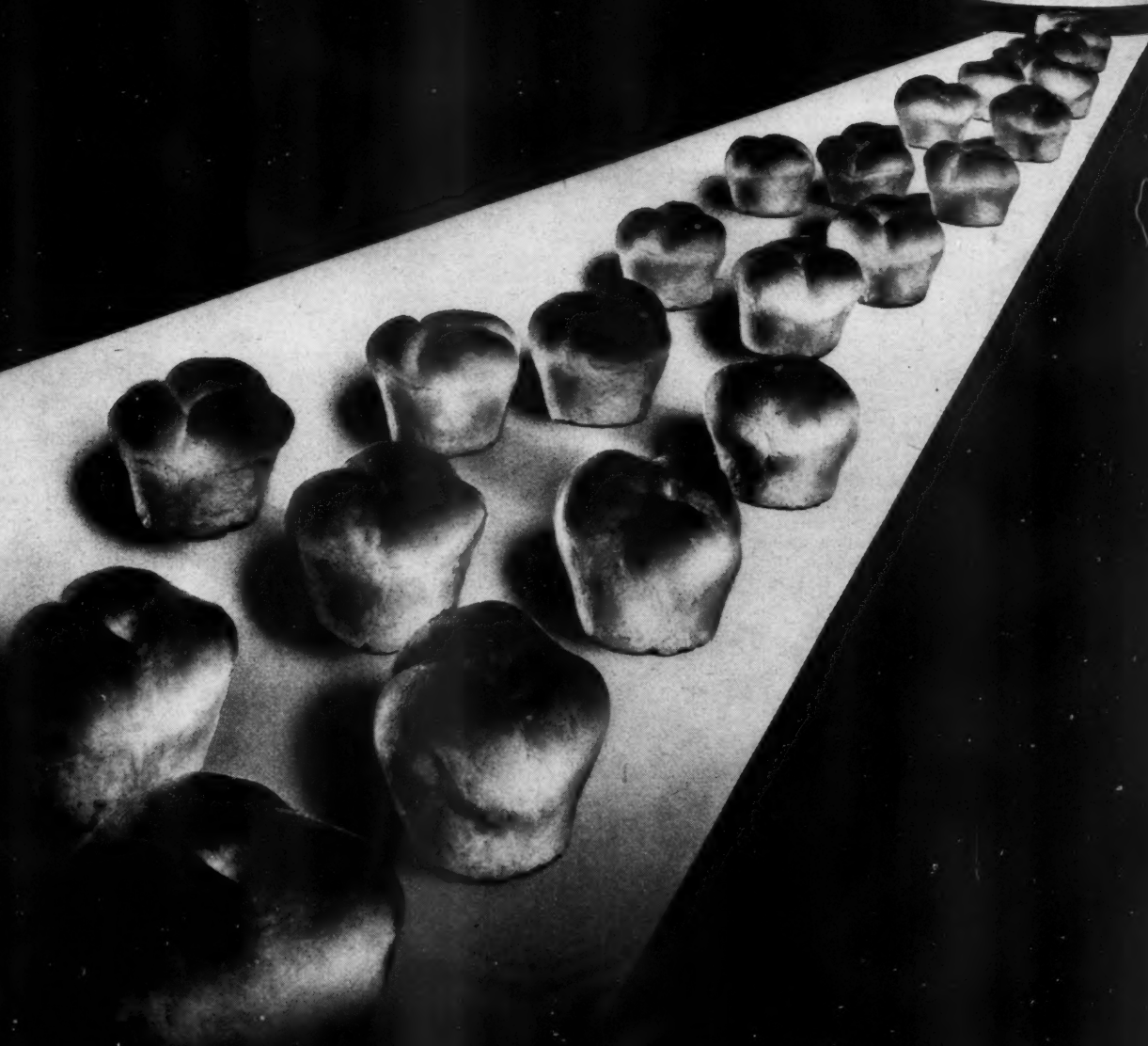
You can depend on Hydora! And when you can depend on a low-cost shortening to give you uniform baking results every time—that's real economy! Hydora remains stable . . . and gives you more fryings to the pound.

Fine Products of
Lever Brothers Company
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PHILADELPHIA BAKERS HOLD "ICE FOLLIES NIGHT"

PHILADELPHIA—The local baking industry was prepared to take full advantage of the unusual baked goods promotional tie-in with the Ice Follies when the show opened its new season here at the Arena. Among the events arranged by George Householder, newly-elected president of the Philadelphia Bakers Club, in conjunction with the Philadelphia Bakery Production Men's Club, was a dinner Jan. 10 at the Penn-Sheraton Hotel, where the stars of the Follies were guests of honor. Baking companies and those in allied trades also purchased blocks of tickets for the Ice show and entertained their customers there.

Accepted...



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



BAKERY MERCHANDISING

Enrichment Featured in Bakers' Promotion

SPEARHEADED by an endorsement from the American Medical Assn., the Bakers of America Program, in March, will swing into its nationwide promotion of the 10th anniversary of enriched bread.

Detailed plans have been announced by Walter H. Hopkins, program director, whereby every segment of the public will be told and retold how enriched white bread has helped build the health of the American people during the past 10 years.

Highlight of the program will be an advertisement containing testimonial statements from Dr. Elmer L. Henderson, president of the American

1951 Advertising Campaign to Use Medical Profession's Endorsement, Enriched Bread's 10th Anniversary

Look, April 10, and the May Woman's Home Companion.

Repeats and adaptations of the advertisement will be run during the following six months in McCall's, Good Housekeeping, True Story, the Journal of the American Medical Assn., Today's Health, What's New in Home Economics and Practical Home Economics.

A special editorial type of advertisement, telling the story of how Dr. R. R. Williams developed synthetic B vitamins, will be run in the Scholastic magazines, which reach more than 900,000 teen-age students.

Restrictions on Use Noted

The national advertisement containing the statements by the scientists may not be used over a company name or a brand name, Mr. Hopkins points out, but the advertisement is available to groups of bakers in their local newspapers.

Bakers of America Program members will be provided with adaptations of the ad for local use, which may be signed "Bakers of (name of city) Association."

In addition, glossy prints of certain portions of the national ad will be provided, so that local advertising can be tied in to the national copy, by using a cut of the loaf of bread, the box showing bread ingredients or the 10th Anniversary Bakers of America symbol.

"Bakers everywhere can take advantage of the national campaign by keying their local bread advertising to the national ad," Mr. Hopkins said. "The mention in advertising of the 10th Anniversary will make more and more people aware of the event itself and will call their attention to their local baker's part in the program. Timing this advertising to appear when the national magazines are on the stands with our national ad will provide a great 'plus' value to every baker, large or small, in every community.

"We hope sincerely that every individual who is making enriched white bread will join the national parade throughout the balance of this year."

Every possible medium will be used in the publicity operation to

carry editorial messages as to the significance of the enrichment program to the consumer. Leading consumer magazines have been approached and methods of using the decennial material has been discussed with food page and feature editors.

Syndicate services supplying editorial material to daily and weekly newspapers have been contacted and arrangements made to provide these services with stories on the enrichment program.

Tentative commitments have been made to tell the story of Dr. R. R. Williams' development of synthetic vitamin B over several top national radio programs. Another program has agreed to salute the baking industry, telling the importance of the enrichment program.

The motion picture, "Modest Miracle," is scheduled to be shown on a network television program. Other television shows are being arranged.

Radio Programs Scheduled

The Bakers of America Program staff has prepared a 13-minute interview-type radio program, discussing enrichment, for use by bakers on their local radio stations. A five-minute commentary on enrichment, to be used by radio station food and health commentators, has also been prepared.

A 15-minute talk which can be used by a baker before women's clubs, as



An "enrichment banner" has been added to the bakers' program Seal of Assurance

Medical Assn., and nine leading scientists in the field of nutrition.

The two-page advertisement will appear in consumer publications, with page and half page adaptations in medical journals, publications reaching home economists, nutritionists and teachers. In addition to the advertising, every possible field will be tapped with special editorial material in magazines, newspapers, on radio and television, in consumer meetings and on motion picture screens.

The Highest Endorsement

"The weight of the testimony which these outstanding scientists have given to enriched white bread cannot possibly be measured," Mr. Hopkins said. "Bakers of America have received an endorsement from the highest source in the scientific field. No other food has been so praised by the American Medical Assn. and the scientists who have contributed their statements and their names to the advertising program.

"This is an opportunity which no baker can afford to ignore. It will be a tremendous boost to our national program aimed at raising the level of white bread to the position it merits, in the eyes of the consumer.

"The testimonial advertisement from the top-ranking men in nutrition and medicine, written in their own words, could be obtained only through the cooperation of members of the Bakers of America Program and through the program itself. No single baker nor no small group of bakers could hope to accomplish this feat."

Ad Schedule Released

First appearance of the national advertisement will be in the Saturday Evening Post of March 31. It will be in the April Ladies' Home Journal,

This is the
10th birthday of
ENRICHED BREAD...

...one of the most
significant contributions
to your better health

By
ELMER L. HENDERSON, M.D.
President,
American Medical Association

C. A. ELMER, M.D.
Professor of Biochemistry and Director of the Division of Nutrition, University of Wisconsin

J. H. WAINWRIGHT, M.D.
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ENRICHED BREAD'S BIRTHDAY—The two-page advertisement shown above will herald enriched bread's 10th anniversary to the American consumer, with noted medical and nutrition authorities helping to convince the nation of the value of enriched bread in everyone's diet. The Bakers of America Program and allied industries are planning cooperative promotions to capitalize on the interest aroused by the advertisements. The accompany-

ing article outlines the many other media being used for the promotion. The advertisement illustrated above will appear for the first time in the Saturday Evening Post March 31, and is also scheduled for the Ladies' Home Journal for April, the Woman's Home Companion for May, and Look magazine April 10. Highlight of the ad is a statement by Elmer L. Henderson, M.D., president of the American Medical Assn.

well as a study program to be used by women at their local club meetings, have been made ready. The latter will be distributed through several national women's organizations.

Bakers will be offered two descriptive folders on enrichment. One is designed for "non-imprinted" distribution to doctors, home economists, teachers, etc., and is similar to the national consumer advertisement. The second folder, telling about the enrichment program, may be imprinted before distribution.

Reprints of the editorial type advertisement placed in the student educational magazines will be available to the baker for imprinting and distribution to the schools in his vicinity, it was stated.

A four-page folder, containing copy and layout ideas for newspaper advertisement drop-ins, and radio and television commercials and spot announcements will be made available to bakers.

Reports on the plans for the enrichment anniversary celebration made at the board of governors meeting of the American Bakers Assn. recently in St. Louis drew an enthusiastic response from the governors. Several announced immediate plans to tie in their local advertising with the campaign, and to make arrangements for group signing of the national ad in their local papers.

Detailed Cooperation Charted

Allied industry members also have indicated plans for detailed cooperation in the campaign. Suppliers of products to the baking industry who do consumer advertising will emphasize the enrichment program in their copy, to help impress on additional consumers the health-giving properties of enriched white bread.

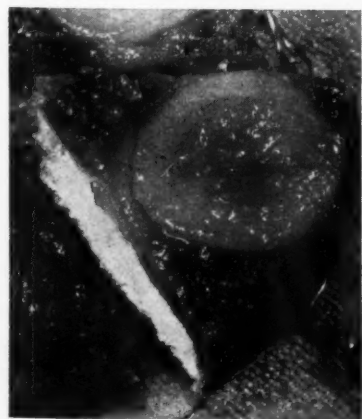
"Bakers have every right to be proud of the work they are doing," Mr. Hopkins said. "Not only in providing high quality products but in helping build our nation by building the health of the people, bakers are serving the nation at a time when the nation needs strength."

"The scientists tell us we are not merely enriching bread, but enriching the very lives of the people. No higher praise can be offered to any industry."

—BREAD IS THE STAFF OF LIFE—

MUSIC LURES CUSTOMERS

The Van de Kamp unit in the \$15 million shopping center in Seattle



TIE-IN OPPORTUNITY — Pictured above is "fiesta pecan glaze cake," one of the baked foods being promoted in the Cling Peach Advisory Board's "California Fiesta" merchandising campaign. The event will run until Feb. 10, with national advertising helping retail bakers plan tie-ins. Window streamers are available from the advisory board.

was featured by the utilization of music from a giant electrical organ to lure customers. All expectations were exceeded as more than 3,000 shoppers jammed the shop, under the direction of L. H. Fortin, assistant general manager of Van de Kamp's and Lloyd C. Mitchell, vice president in charge of the northern division.

—BREAD IS THE STAFF OF LIFE—

Bakers' Program National Ads Boost Pie Sales

How forceful local merchandising tied directly to the Bakers of America Program's national advertising can bring sharp increases in sales is illustrated in a recent report by F. W. Birkenhauer, president of the Wagner Baking Co.

Pie sale increases of as much as 21% over the corresponding periods of 1949 were recorded during 1950 as a result of the company's tying in its local promotions with the program's pie advertisements in national magazines, Mr. Birkenhauer stated.

At the end of the first 24 weeks of 1950, Wagner's pie sales were 13.38% behind the same period of 1949. At the end of 48 weeks, the sales drop had been cut to 2.1%—a cut he attributes directly to merchandising based on the program's advertisements.

When the Bakers of America Program's apple pie ad appeared, the Wagner company built its merchandising around it—posting 8,000 reprints in store windows, restaurants and on their trucks. The results: From June 18 to July 15 sales increased 3% over the same period of 1949; from July 16 to Aug. 12, 8.5%, and from Aug. 13 to Sept. 9, 13.4%. Their weekly consumption of apples increased up to 17%.

Tie-ins Continued

"We knew from this experience we were on the right track with our merchandising poster-store card effort, so that when the cherry pie ads appeared, we went all out," Mr. Birkenhauer stated.

Tying-in with the cherry pie advertisements, the company placed 20,000 back bar streamers in restaurants, 20,000 streamers in stores and on their trucks, and 20,000 table tents on restaurant tables.

This resulted in a 15.3% increase in the weekly consumption usage of cherries over the usage at the outset of the campaign. The total sales volume rose at an accelerated rate. Sales from Sept. 9 to Oct. 7 showed an increase of 16.9% over the corresponding period of 1949, and a 19.18% increase from October 8 to Nov. 4.

A similar procedure was followed when the Bakers of America Program's pumpkin and mince pie ads appeared.

"We know from our experience in this year, that when these advertisements are effectively merchandised by using the bakers' program emblem on our vehicles, packages, stationery, etc., together with liberal use of reprints of the magazine advertising in stores and restaurants, a definite upswing in sales results," the industry executive pointed out.

"The Bakers of America Program has been one of the best investments we made in the 34 years I've been with this company, and I look forward to the 1951 campaign with enthusiasm."



DISCUSS LENTEN TIE-IN—Miss Kay Williams, manager of retail bakery promotion for the Fleischmann division, Standard Brands, Inc., New York, discusses the Hot Cross bun and tuna fish loaf tie-in with Albert Pleus, manager of the Fleischmann promotion and advertising department, and Miss Blanche Stover, food editor of Parents magazine. In addition to the Hot Cross buns from the baker, the tuna fish loaf requires nearly a loaf of bread.

Fleischmann Develops Lenten Promotion

The Fleischmann division of Standard Brands, Inc., New York, recently alerted bakers to be on the watch for the March issue of Parents magazine.

The magazine, which has an average readership of 4,500,000 is scheduled to appear on the newsstands across the country Feb. 28, right in the middle of the Lenten season. An editorial feature using the full color illustration shown in the accompanying picture, will appear as both the opening page picture for Parents magazine food section and as its featured story. The recipe for the tuna fish loaf calls for the use of almost a loaf of bread, while the Hot Cross

buns which are pictured are given the following sendoff:

"Pride of the Lenten season are Hot Cross buns—golden brown and fragrant, deliciously sweet with plump raisins, glossy with sugar icing. Buy them at the bakers and warm in the oven just before serving."

As indicated in the accompanying illustration, the Fleischmann division's sales promotion department feels that a display built around tempting Hot Cross buns, the Parents magazine food feature in the March issue, plus the Fleischmann Hot Cross bun window poster, will give the baker a triple tieup opportunity to remind Mrs. Housewife of bakers bread and Hot Cross buns during the last and busiest half of the Lenten season.

The Fleischmann two-color Hot Cross bun window poster is being distributed to bakers by local Fleischmann representatives prior to the beginning of the Lenten season, which opens Feb. 7 and is climaxed with Easter Sunday, March 25.

—BREAD IS THE STAFF OF LIFE—

Goodwill Builders . . .

Here's a good-will builder that makes good customers of parents and children alike. Every child in this baker's neighborhood who is promoted at the end of the school year with a better than average grade is awarded a free ice cream cone. Cup cakes, cookies or other bakery products could be given instead of ice cream.—Russell-Miller Merchandising Hints.

—BREAD IS THE STAFF OF LIFE—

LARGE CAKE DRAWS CROWDS

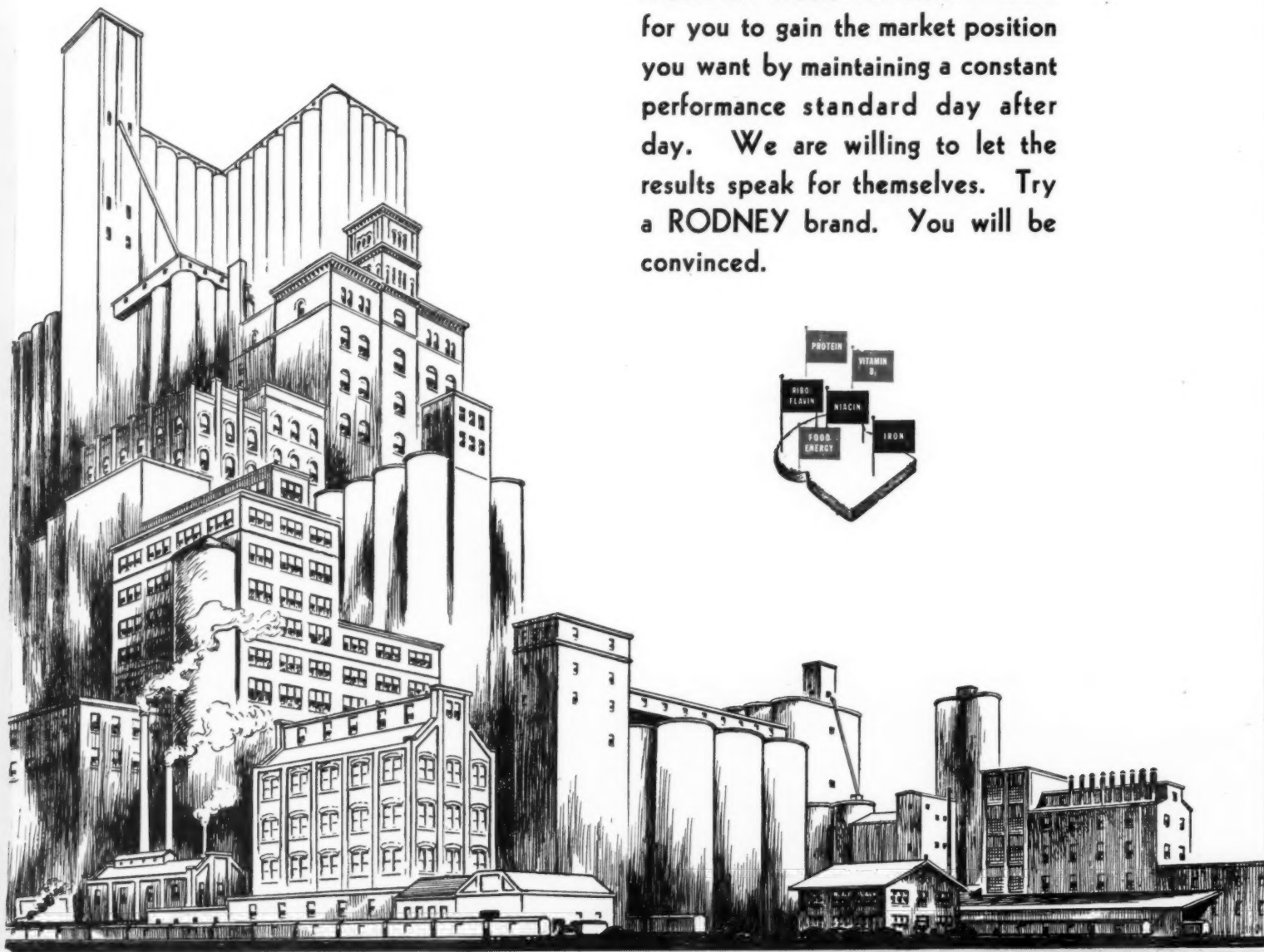
"The Cutting of the Largest Cake Ever Baked in Idaho" was the highly-publicized event that marked the first anniversary of the Albertson Food Center in Pocatello, Idaho. The 500-lb. cake, baked in the shape of a cross, attracted more than 15,000 to participate in its serving, with refreshments. As many as 4,000 were in the store at one time, sending sales records to new highs, surpassing even the sales of the Christmas season by 20%.



FATHER'S DAY POSTER—The official 1951 poster developed by the National Father's Day Committee features the theme, "A Good Home Means Good Citizenship." As shown in the illustration, a cake is featured as the climax of the Father's Day dinner. Further information on Father's Day, set for June 17, and plans for bakers' cooperation in the observance is available from the Father's Day Council, 50 E. 42nd St., New York 17, N.Y.



If you are a baker striving for market leadership, you owe it to yourself to try RODNEY flours. Your loaf deserves the added quality and trouble-free performance that these superior flours offer. RODNEY flours will make it easier for you to gain the market position you want by maintaining a constant performance standard day after day. We are willing to let the results speak for themselves. Try a RODNEY brand. You will be convinced.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
 KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone: Superior 1033

BOSTON OFFICE:
 SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

Truck Leasing vs. Private Ownership

By H. O. Mathews
Standard Brands, Inc.

BEFORE I start digging into the facts and figures on truck leasing vs. private ownership, I should like to pay tribute, as a transportation man, to the remarkable progress that has been made during recent years in the distribution of baked products by truck. It's hard to realize in this day and age that only about 35 years ago the baking business in this country was necessarily a localized, neighborhood or community proposition—tied down in its own backyard because of the lack of adequate, flexible transportation.

Distribution of bread by rail shipment helped start the growth of large volume and multi-plant operations,

EDITOR'S NOTE: The accompanying article on truck leasing vs. private ownership comprises the essential text of a paper presented by H. O. Mathews, transportation manager of Standard Brands, Inc., New York, at the 1950 convention of the American Bakers Assn. in Chicago. Mr. Mathews gave recognition to the National Fleet Truck Leasing System and the Hertz Drivurself Stations, Inc., for their contributions.

but the truck was the vehicle that enabled the baking industry—literally and figuratively—to go to town. Today, it is estimated that over 80,000 bakery trucks of all types—from one half ton deliveries to large trailers—are plying the highways and byways, the main streets and side streets of modern America—bringing the benefits of fresh baked products to the consumer.

When we read in the papers that in Asia grain can be rotting in one province while people are starving in another, we can get some idea of the part that transportation in general has played in raising the living standards of the American people; and we are more likely to approach any problem connected with the transportation end of a business with an increased respect for what its successful solution can mean to the individual company, the industry and to the American people.

The preparation of this discussion on truck leasing vs. private ownership provided the opportunity to assemble data and ideas gathered from informal discussions, articles appearing in trade publications and the technical discussions of the Society of Automotive Engineers. Using this detailed material as background, I find that in order to discuss the leasing of trucks to cut costs, it is necessary to know just what costs are under consideration. So, for the purposes of this brief discussion, I have broken down the basic trucking costs as follows:

1. Initial investment—a. Depreciation. b. Interest on investment.
2. Insurance.
3. License and taxes.
4. Storage.
5. Administration.
6. Gasoline.
7. Oil.
8. Tires.
9. Garage service (washing, greasing, etc.).
10. Repairs (including painting).

These costs are those normally considered in any fleet operation and, of course, do not include the driver. He will be on the operation company's payroll whether the trucks are owned or leased.

Each item of cost will be considered for comparison of owning or leasing the equipment so that a total can be reached to indicate the sav-

ings or additional expense involved in either plan of operation.

Initial Investment

Either the operating company or the leasing company must purchase the vehicle. Neither owns a factory, although the leasing company may be owned by a truck dealer. However, the vehicle will be a sale by the deal-

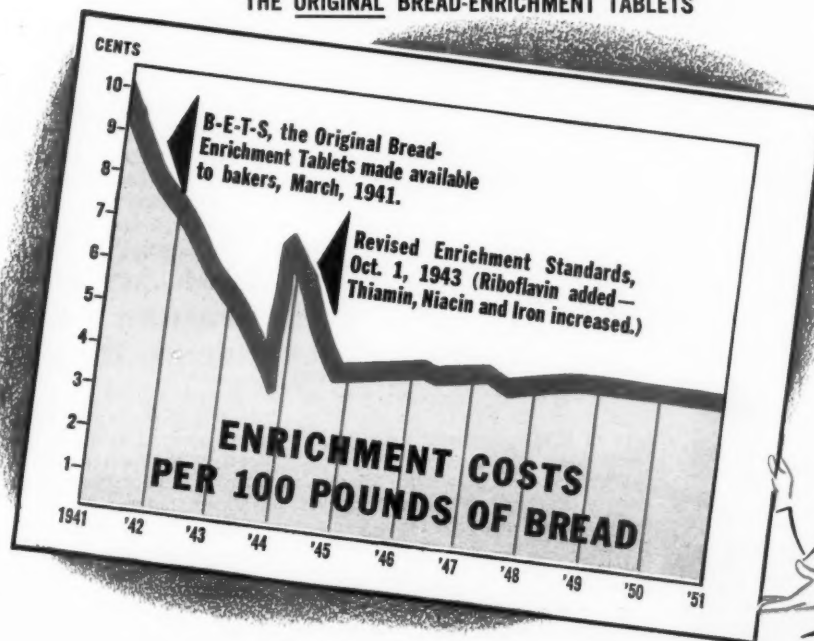
er and considered a purchase by his subsidiary leasing company if the latter is true. Therefore, there is an investment in a complete vehicle in either case.

Let us assume that we are interested in a route truck which will accommodate 1,000 loaves of bread. The individual truck might cost \$2,800 in today's market, fully equipped and ready to operate. If the baking company is interested in 10 or more such vehicles and takes advantage of competitive bidding, a possible saving of \$200 may be realized.

The leasing company can probably (Continued on page 32)

EASY, ACCURATE, ECONOMICAL Bread Enrichment made possible by B-E-T-S®

THE ORIGINAL BREAD-ENRICHMENT TABLETS



The enrichment of bread was not always as easy, accurate or economical as it is today. Before the development of B-E-T-S, the first enrichment tablets (sometimes called wafers), both the accuracy and cost of enrichment were extremely variable.

Vitamin losses were great and large amounts of excessive vitamins were required to assure that the loaf would meet recommended standards.

These enrichment problems were eliminated when B-E-T-S were made available to bakers early in 1941. B-E-T-S tablets made easy, accurate and economical enrichment possible for every baker, large or small.



Ask your Sterwin Technically Trained Representative about the popular B-E-T-S Inventory Control system which supplies your enrichment needs to meet your production schedule... keeps your inventory low. Write for our latest catalog.

DON'T SETTLE FOR LESS!

Use **B-E-T-S®**

U. S. PAT. NO. 2,470,804

THE PIONEER BREAD-ENRICHMENT TABLETS

1. The original tablet method which has been universally adopted by the baking industry... has saved bakers many millions of dollars.
2. B-E-T-S established formulas which provided adequate enrichment to meet government requirements, have now become standard throughout the baking industry.
3. Contain Ferrous Sulfate—the highly assimilable form of Iron—as an exclusive feature—at no extra cost.
4. Fastest disintegrating tablet means dependable and uniform enrichment.

Stocked for quick delivery: Bensenville (N.Y.), Chicago, St. Louis, Kansas City (Mo.), Denver, Minneapolis, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta

Sterwin Chemicals, Inc.
Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

Distributor of the products formerly sold by Special Markets-Industrial Division of Winthrop-Stearns Inc., and Vanillin Division of General Drug Company

Russell-Miller Repeats Its Cake Easter Egg Promotion

To help more bakers capitalize on the successful Cake Easter Egg promotion launched last year, the Russell-Miller Milling Co., Minneapolis, has announced that the merchandising event is being repeated this year.

"Our response from bakers and the public was so enthusiastic," Frank Morris, vice president of the bakery flour division, said, "that we decided to make the plan available again this year." Mr. Morris explained that the Cake Easter Egg kit was designed to help bakers share in the upswing of business at the Easter season.

Complete kits, including a 28 in. plush Easter Bunny for window displays, are available without cost with the purchase of the company's cake flour.

Special Baking Equipment

The baker's promotion kit includes tested formulas for the cakes and 25 decorating sheets. Two sizes of Cake Easter Egg aluminum molds are available for bakers who do not have this equipment. One of the molds is 12½ in. by 10½ in. and makes four large eggs. The other is 22 in. by 14½ in. and makes 48 small eggs.

The cake batter is poured into the bottom half of the egg-shaped pans. The pans are then closed and placed in the ovens. When baked the cakes can be decorated in an endless variety of ways.

Tested formulas for the Easter Egg Cake, icings and decorating suggestions are included in the kit.

All the items in the kit are new this year and include five dozen colorful Easter baskets with shredded cellophane so that the cakes can be "nested" for added sales appeal. A window display sign, which requires

only a few minutes to assemble, serves as an illuminated window display piece. A multi-colored counter card containing a pad of order blanks has been made up for use several weeks in advance of Easter (March 25) as a reminder to customers to purchase their Cake Easter Eggs early.

In addition to the colorful giant bunny, there is also a soft, white lamb to appeal to children.

Russell-Miller has made arrangements for bakers who wish to get additional bunnies for special promotions.

—BREAD IS THE STAFF OF LIFE—

Omar, Inc., Fetes 60 Winners of Sales Contest

An all-expense week's vacation in Florida during early January for 60 salesmen and their wives climaxed Omar, Inc., successful MB-MB (Money-Back—Miami Beach) sales contest.

With a money-back trial offer as the sales "gimmick," the midwestern house-to-house operator kicked off the biggest customer-bread campaign in its history.

Under the trial plan, housewives were offered Omar bread and service for one week. If not completely satisfied, they could receive a complete refund for all bread purchased during the week.

Salesmen vied for chances in the drawing for the Florida trip by increasing both customers and bread sales and then "holding" them for a month period.

For each specific number of new customers held, with corresponding bread sales, the salesman was entitled to one chance in the hat. Numbers of chances ranged from one to thirty-five.

Winners were flown to Miami in two of Eastern Airline's Constellations and were lodged for a week in three of Miami Beach's ocean-side hotels.

One airliner departed from Chicago, bearing the contest-winners from Omar's Milwaukee, Omaha and Peoria districts. Indianapolis, Hamilton, Ohio and Columbus district people boarded their plane in Columbus.

A full program of recreation, entertainment, and relaxing awaited the 60 couples. Swimming, deep-sea fishing, dancing and sightseeing were the most popular diversions.

The week's fun wound up with a special Omar "President's Banquet," complete with a floor show of acts selected from Miami's leading night clubs.

—BREAD IS THE STAFF OF LIFE—

COOKIE OUTPUT BOOSTED

SAN FRANCISCO—A new patented cookie cutter is said to have boomed business 300% for Fantasia Confections. The invention of Ernest Weil, owner, enables one baker to cut and bake 7,000 cookies in a 12-pan oven in two and one half hours. Formerly, two bakers took nearly a full working day to turn out half that number of cookies. Unusual displays are also employed to develop business, including a wall display, an "Around the World Cake Calendar," which features bakery specialties of other nations for each month of the year.

The American Look

It doesn't take a juggler's skill—or the grace of ballerina Colette Marchand—to balance the foods Americans like in a pattern that will shed excess pounds. But it's hard to convince many people of this. Americans are great diet fans. Unable to resist the appeal (and sometimes allure) of too much food, many alternate between stuffing and starving, they try almost anything—drugs, liquid diets, meal skipping, fast foods—in the desire to reduce. But fresh diets soon fail. Now Look offers a diet without tricks. It might be called the basic American diet, for it includes America's favorite foods (even bread, butter and potatoes) in the kind of meals typical families like to eat—and at the same time it will trim pounds. Two pounds a week will be the average loss for almost anyone who is 20 pounds overweight.

Like the classic dress, the basic diet can be enjoyed at any income level. It is high in protein foods, and there may be sirloin steak, chopped chuck or even a stew. It includes the breads that are important to budget balancers, breads equally as home as kitchen breakfast tables and silver toast racks. Like the classic dress, it lasts well: if a physician says that dieting is in order, this basic diet may be repeated indefinitely. It is offered with just one string attached: a string which cuts off anything extra—either snore or dressing or second helping or

between-meals snack. For the one distressingly hungry time of the day, an extra glass of buttermilk or skim milk is held in reserve. Enjoy this—but add nothing else except water (as much as is wanted). Recent diet research emphasizes the need for extra protein while reducing. University experiments in East and Midwest indicate that it is important to combine added calcium (as in milk or cheese) with extra protein, and that enriched bread may be included with good results in diet planning. With America's abundance of food variety, dieting needn't be dull, even while it figure-diminishes.

One Day of LOOK's Basic Diet

Breakfast: Glass orange juice (8 oz.)
One egg, fried or boiled
One slice whole wheat toast, buttered
1/2 cup butter, melted
Black coffee or tea, no sugar

Lunch: Grilled hamburger on 1/2 roll
1/2 cup tomato, sliced
Grilled new cabbage and carrots
Glass buttermilk or skim milk
Black coffee or tea, no sugar

Dinner: 1/2 cup hot clear broth
Six meat loaf or pot roast
1/2 large or 1 medium baked potato
Vegetables with meat sauce
Grated green beans
Orange, sliced
Black coffee or tea

For American vitality, LOOK offers a basic reducing diet that's safe to stick to, aids well-being



LOOK DIET FEATURES BREAD—Look magazine recently published a diet which included enriched bread as a valuable aid to health while reducing. The magazine also referred to the recent studies (by Dr. Ruth M. Leverton) which emphasize the importance of including enriched bread in any diet.

Look Articles Feature Enriched Bread, Doughnuts

Bread is prominent among the foods included in a basic reducing diet reported by Look magazine in a feature article entitled "Look Slimmer . . . Feel Better," appearing in a recent issue.

The article says the Look diet might be called the basic American diet because it includes America's favorite foods, including bread and butter and even potatoes.

The article points out that enriched bread may be included with good results in the reducing diet, which is based on recent experiments in diet research.

Look says of the diet, "It includes the breads that are important to budget balancers, breads equally at home on kitchen breakfast tables and silver toast racks."

The menu for one day of Look's basic diet includes a slice of toast for breakfast and half a roll for lunch.

The magazine, in cooperation with the Doughnut Corporation of America, also devoted two pages of its Jan. 16 issue to "The Rise of the Donut." This story featuring the doughnut was prepared in the DCA laboratories.

Many varieties of doughnuts representative of sectional preferences of millions of doughnut eaters throughout the country, were supplemented by additional information culled by Look's editors from DCA files, which helped them do a thoroughly comprehensive job.

One of the Look pages is in full color, with an array of doughnuts surrounding a steaming cup of coffee; and one in black-and-white containing a description of the "Rise of

the Donut," its place in American eating habits and the patterns of sectional preferences in raised and cake doughnuts.

The doughnut, as the story points out, is a "sinker" no more. Instead it has gained a strong position as an "all meal" favorite, an "any-time-snack" in the nation's eating habits.

This new position, the doughnuts' new stature in the food field—is largely the result of the many new varieties that have been introduced over the course of the years, DCA points out. It is this emphasis on variety that has given the doughnut a cake type of appeal and it is this variety in cake and raised doughnuts both that has led to such tremendous increase in sales, it is claimed.

National sales amounted to some 12 billion doughnuts sold in 1949—accounting for \$210 million in bakery wholesale sales. Total retail sales figures for doughnuts are thought to be \$300 million yearly.

Since the end of World War II, raised doughnuts have been steadily gaining in popularity as the result of their being available for package sales in the grocery stores. This new item is now being mass produced by many bakers in many sections of the country.

—BREAD IS THE STAFF OF LIFE—

A Suggestion System Will Pay Dividends in Ideas

In a 7-year period, the Illinois Central Railroad paid out almost \$380,000 to employees for their ideas—and realized savings amounting to many times that figure by following suggestions from the ranks. An intensive campaign, sparked with the offer of cash rewards for employee ideas used, brought nearly 200,000

The reasons are raisins

Whether it's finer, more flavorful **BREAD**

...or faster, more tempting **COOKIES**... **CAKE** completely captivating...

...**PIE**, positively perfect... **BREAKFAST ROLLS** as welcome as morning sunshine

You'll find the added appeal is due to **CALIFORNIA raisins**

RAISIN TIE-IN—The California raisin industry . . . is tying-in with the Bakers of America Program to aid in the sales and promotion of bakery products. Five types of bakery products are pictured in the California Raisin Advisory Board's advertisements appearing in the January, 1951, issue of McCall's and the February, 1951, issue of Better Homes and Gardens, as shown in the illustration above. Through this ad, bakery products will be brought to the attention of more than 7,200,000 subscribers and newsstand patrons of these magazines. More than 28 million persons will read these advertisements pointing out the goodness of bakery foods, as the bakers' program gets other industries to promote bakers' products.

efficient twists and gimmicks to the attention of the I.C.'s top management.

Ideas from the bottom, from bakery employees, can likewise save millions of collective dollars in bakery operations, cut cost corners and bring out new ways of doing old things that wouldn't occur to the boss or to his assistants because they can't know every twist that individual employees have worked out. Hundreds of businesses throughout the country save millions of dollars annually by using their workers' suggestions; how can the baker do likewise?

Procedure for setting up a working employee-suggestion system which will bring in the bacon breaks down into four phases: (1) securing the suggestions; (2) checking their practicability; (3) rewarding the suggestors in money or glory or both; and (4) setting up machinery for putting workable suggestions into action.

Efficiency a Big Factor

To do the full amount of good it is capable of doing, a suggestion system can't be instituted haphazardly. It takes work and organization. But an efficient system will pay dividends far in excess of its inaugurating and operating cost.

First step is to merchandise the system in the same sales-minded way that "hot" stock would be pushed.

It is necessary to let employees know that the system is there, then sell them thoroughly on the idea that the company is sincere in wanting their suggestions for smoother operation, and that the suggestions will be used and appreciated. To do this every tool in the sales promotion kit must be used.

Initial step is to tell about the system at a meeting of all hands. The boss himself should do the talking so that employees will know that their ideas are welcomed at the very top. Details of the system should be presented fully; employees should be told at the beginning why, where, when, and how to enter suggestions. Rewards, in money or glory which go to those entering successful suggestions, should be outlined.

To keep employees interested in sending their ideas into the top management, a selling job as completely merchandised as any other selling operation must be undertaken. The best tool for this is unrelenting publicity.

Continuing Publicity Methods

Envelope stuffers put into the workers' pay should stress the means by which that pay can be increased. Posters, nailed on spots where employees pass regularly (such as the time clock) should stress the suggestion system. Companies with successful experience stress the fact that these posters must be rotated regularly, lest their familiarity detract from needed attention value.

The regular channel through which suggestions flow must be outlined. The best means for collecting them is by using boxes, placed conspicuously about the bakery, and clearly labeled "Suggestion Drop Box."

To keep them coming, it is necessary to let employees know that their ideas are appreciated. One sure way of doing this is to offer a reward for suggestions which are put into use. This might be cash—the surest lure—or it might be glory, in the form of an appreciation certificate or a public commendation. Even unused suggestions should be answered courteously. One large manufacturer

(Continued on page 62)

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Guard Your Containers

WHOLESALE and house-to-house bakers who use paper and fiber board containers in handling or shipping their products should use every possible precaution to preserve them. This is the advice of the National Production Authority, and clearly indicates that there may be a shortage of these products in the time ahead.

Needless to say, this advice should be followed, for in many cases containers of this kind are vital to bakers for the transportation of their products. In some instances they also have sales value to the baker if the name of his company and his brands are prominently displayed on them.

Once these containers are worn out and cannot be replaced, bakers will really be in a predicament. This situation should be fully explained to drivers and loaders and their cooperation secured in preserving them as long as possible. It will be to the best interest of all concerned.

ANOTHER RESPONSIBILITY: As the defense program expands, it is inevitable that increasing numbers of young men will be taken into the military service. In many cases their places in factories will be taken by women, as was the case in the last war. This means that there will be less time for home baking in many families, and an increased demand for bakery products.

While this will undoubtedly mean

increased sales of bakery goods at the same time it places a greater responsibility upon the baking industry as one of the chief providers of food for the nation. This means that bakers must get their own businesses in order.

The baking industry is already feeling the shortage of manpower. Every individual baker should study his own organization to see just what men may be called for military duty, and plan in advance what replacements he can make.

This may result in a reorganization of sales routes and the elimination of some of the longer hauls. In any

event bakers should keep their businesses in such a liquid condition that they will be able to meet all emergencies.

ADVERTISING SOUND: Regardless of whether or not the food supply situation becomes tight in the months ahead, bakers should not neglect their advertising. In such times institutional advertising can play an extremely important roll in keeping the public advised of just what conditions are. Direct selling copy may not be advisable, but there is a distinct function for advertising in emergencies of that kind.

Unfortunately, there is a certain group in the government probably not aware of the value of advertising as a means of public information, who may not agree with this opinion. From all indications this group is a minor one, but it should be watched to see that it does not exert undue influence.

Even though the demand is greater than the supply, that situation will not continue indefinitely, and bakers must retain their identities among consumers. Advertising under those conditions performs two functions. First, it helps keep consumers informed of what is occurring in the food industry, and at the same time it maintains the identities of bakers in the public mind. It should not be neglected.

SAFETY IN SELLING: Enforcement of safety rules may not seem to be directly related to selling bakery products, but there is certainly a close connection between the two practices. If a baker's delivery truck is involved in an accident, although the driver may not be at fault, it makes a bad impression on those seeing the incident. It is not good publicity.

Furthermore, whenever any kind of an accident occurs to delivery trucks, even though minor, it takes a certain amount of working time away from the salesman involved. This is something that cannot be covered by insurance. Furthermore, if something goes wrong at the loading dock, more time is lost.

It seems obvious, therefore, that as much precaution should be taken to prevent accidents in connection with a bakery's sales force as in the production plant. Accident prevention should be a part of all sales training courses for bakery salesmen. This practice will yield excellent returns in the future.

RADIO SHOW FOR BAKERS STARS BOGART, BACALL

The Frederick W. Ziv Co., Cincinnati, has made available its "Bold Venture" radio show to bakery advertisers in the U.S. and Canada. Humphrey Bogart and Lauren Bacall star in the presentation, which features David Rose's orchestra.

Methods That Sell to Women . . .

Resolutions to Help Your Business in 1951

• By Dorothy Glenn



WHAT resolutions have you made for the New Year? It's so easy to make them; the problem is to keep them. In your business and in mine, any resolution has the ultimate goal of more and better volume and profit. Rather than make a list of things to do, let's view this goal objectively. To attain increased volume and profit, we must influence more shoppers and have greater influence on our present customers. Then, doesn't our resolution become . . . "I resolve to know the shopper better."

If we know Mr. and Mrs. Consumer, then we'll also know what they want. If we can give customers and prospective customers the kind of goods and services they are seeking, then volume and profit will go up. Let's cover the highlights and look at our task.

• **Shoppers Are Quality Conscious.** This is a buyer's market. Customers insist upon moist, tender and flavorful baked goods.

For example, those cakes of yours should be tender, moist with a fine full flavor. One of the cake complaints heard most often is "bakery cakes dry out so fast that it's sinful to buy them." Mrs. Homemaker

doesn't use a full cake, or one of the half-cakes, in one meal. What's the condition of your bakeshop cakes for second day use?

The same criticism has been repeatedly noted on sweet rolls and coffee cakes. It's true that some localities prefer thick, soft and tender sweet breads; while others prefer the thin, well browned, crisp and crunchy kind. But, regardless of the local preference, how quickly do these goods of yours stale?

Shoppers are sensitive to, and react to, the pride you show in displaying your goods. Careless handling, unnecessary stacking and sloppy displays immediately bring to the shopper's mind . . . "I wonder? . . . It can't be so good!" Careful handling, neat and attractive displays suggest that the baker is proud of his handiwork. This builds confidence in the mind of the customer.

Let's not forget that the price must be right. Mrs. Homemaker is willing to pay a higher price for higher quality, but she is aware of current prices and knows whether your price is right.

• **Shoppers Are Open to Suggestion.** More frequently than not customers

(Continued on page 58)

AIB Service Charted to Help In Plant Sanitation Programs

CHICAGO—To provide bakers with a method of cooperative effort in solving individual plant problems in sanitation, an additional service is to be offered in 1951 by the department of bakery sanitation of the American Institute of Baking as part of the bakery inspection program. Plans affecting this service were discussed and procedures developed during the third annual conference of the de-

partment in Chicago. Dr. Edward L. Holmes, director of the department, led the discussions.

The new service stresses the formation of sanitation committees within each plant. Function of these committees will be to hold short weekly meetings, in which a coordinated effort is to be made to solve existing sanitation problems. The role of the AIB service program will be to assist

in forming the committees and to advise and supervise.

Appraisal Inspections

In addition to the new service, bakeries again will be offered periodic appraisal inspections at cost, plus training programs for employees pertaining to sanitation.

Those present at the department conference were: Dr. Edward L. Holmes, Chicago; Louis A. King, Jr., Park Ridge, Ill.; Lloyd J. Salathe, New Orleans; Dr. W. Parker Pierce, Franconia, N.Y.; V. K. Giddings, Chicago; P. T. McDonald, Chicago; Lewis Teissler, Gallatin, Tenn.; H. R.

Mangus, Mill Creek, Ind.; Edwin Brunken, Chicago, and Archie Armstrong, Chicago.

Bakers in southern states who wish to secure the services of the AIB department of bakery sanitation and safety will receive more complete coverage in 1951. This has been made possible by the assignment of two AIB sanitarians to this area, Dr. Holmes has announced.

Lloyd J. Salathe has established headquarters in New Orleans and from there will service plants throughout the Deep South and Southwest. Lewis Teissler will cover the Middle South and Southeast from Nashville. Mr. Salathe may be reached at 236 Harding, New Orleans; Mr. Teissler at 127 W. Main St., Gallatin, a suburb of Nashville.

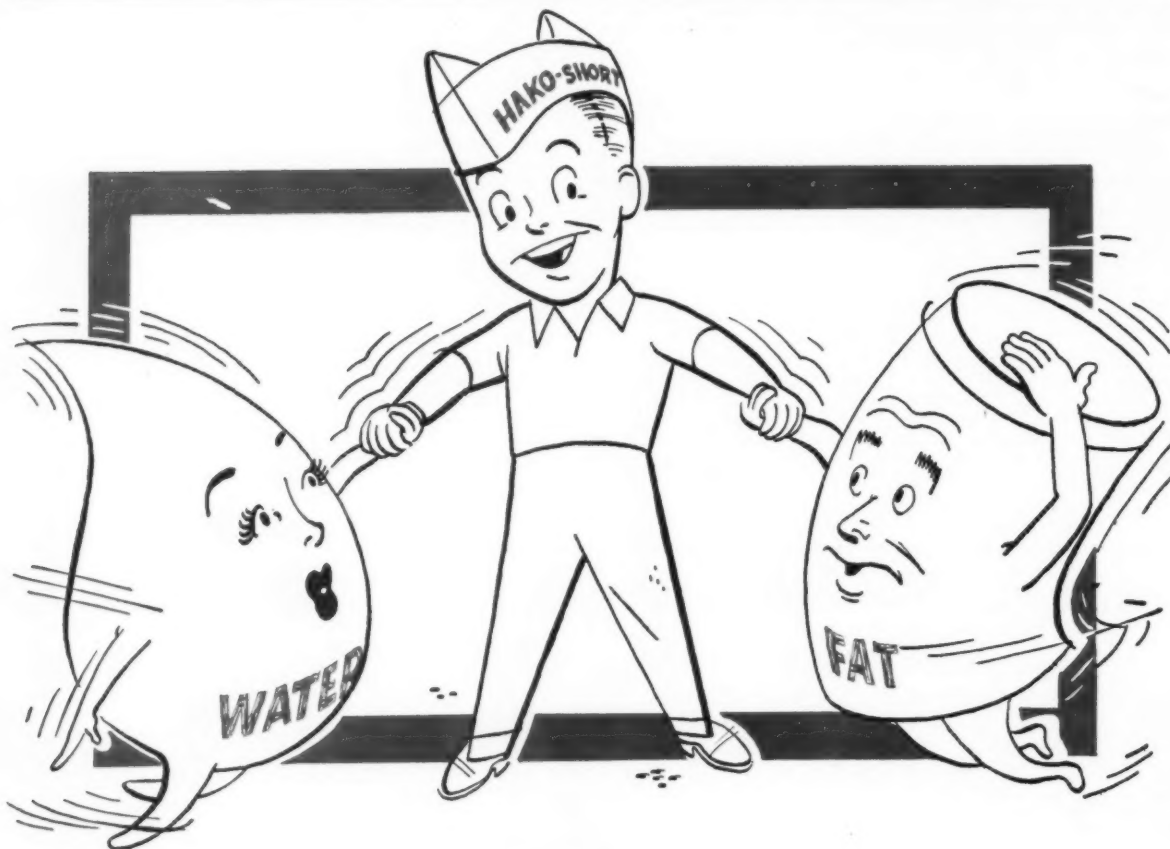
—BREAD IS THE STAFF OF LIFE—

BAKING FILM BEING SHOWN IN VIRGINIA

RICHMOND, VA.—A copy of the new color film, "Food of the World," purchased by the Virginia Bakers Council, is being circulated in Virginia by the Department of Education. The film originally was produced by the Spaulding Bakeries, Binghamton, N.Y., and turned over to the American Bakers Assn. for distribution for the Bakers of America Program.

According to the Virginia Baker, publication of the Virginia Bakers Council, the film was shown to about 400 school students in two months.

The council also has been instrumental in having a print of another film, "Give Us This Day—The Story of Bread," placed in the Department of Education library, and in two months it was shown to more than 500 students.



Fat and Water don't mix...

until you add HAKO-SHORT (the bakers best emulsifier).

The active emulsifying ingredient in HAKO-SHORT combines—and holds—water on the one hand with fat on the other, in the best proportions for complete emulsification.

The emulsified shortening, in its finely divided state, is thoroughly distributed throughout the dough for most efficient shortening action.

These facts are definitely proved by scientific laboratory testing and practical bakery performance. Bakers are proving it over and over, by the superior quality of the millions of loaves they bake with HAKO-SHORT, every day.

Ask your HACHMEISTER representative to prove the positive improvement in your bread with HAKO-SHORT.



W. F. Burke

HEADS NUTRITION GROUP — W. F. Burke, production manager, Carl's Bakery, Pensacola, Fla., is chairman of the legislative committee of the Escambia County Nutrition Council, which is currently working to raise the level of nutrition and to secure uniform enrichment of bread in the area and Florida as a whole by legislation and educational work. The group has received an American Dietetics Assn. award for its outstanding accomplishments in promoting better nutrition. A major part of Mr. Burke's work on the nutrition council is his appearance before educational groups to emphasize the value of bread in the healthful diet.



Better Bread begins with Hako-Short!

HACHMEISTER-INC.

PITTSBURGH 13, PA.



PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use precision-milled flours by Midland.



Town Crier
FLOUR

PRECISION-MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

Facts for the Baker . . .

Insecticides, Rodenticides, Spot and Space Fumigants

GOOD housekeeping is a basic principle of modern sanitation—80% of any sound program for bakery sanitation is dependent upon fundamental housekeeping practices. Some of them are:

Proper Building Maintenance

Rodent proofing.
Proper screening.
Removal of interior structural harborage.

Good Storage Practices

Inspection of all incoming ingredients.
Storage away from walls and in stacks of such size as to permit easy inspection.

Proper turnover of ingredients.
Proper handling of damaged goods.

General Housekeeping

Periodic and adequate clean-up of flour handling equipment, overhead proofer, and removal of flour dust within the plant.

Frequent cleaning of machinery in working areas to remove accretions of dough.

Proper cleaning of mobile equipment.

Proper maintenance of floors.
Maintenance of general good appearance by frequent painting and the like.

Removal of unused equipment from production or ingredient storage areas.

A bakery that is maintained properly with observance of upkeep in all these factors can keep insects and rodents out. However, it is also true that no operation can be 100% perfect and that the bakery is subjected constantly to possible invasion from outside insect and rodent populations. From this outside bombardment, there will always be a casual invader.

If nothing is done about the casual insect or rodent invader, he will find refuge somewhere, despite every attempt to keep down the harborage as outlined in this fundamental program of housekeeping. Particularly in the case of insects, the casual invader will not be detected until he has multiplied and turned into a living, breeding infestation, perhaps small in size but serving as a focus for general contamination of the bakeries' products.

Older Concepts of Insecticide Use

Up until recent years, it was considered sound sanitation practice to aim mostly at controlling these foci of infestation. Space sprays were utilized to kill the flying moths and other insects that were actually observed in the plant. All too often, but little attempt was made to find the source of the flying insects, the breeding place from which these adults came. As experience grew, the baker sought out these sources and applied contact spray in more concentrated form by a manual operation. Wherever he was able to find the foci of infestation, and thus treated them, he was successful in correcting an insanitary condition.

However, these foci of infestation are difficult to find and it was virtually impossible to eliminate all infestation by this method. As a result, where housekeeping was not too good, bakeries were uniformly heavily infested.

Let us consider a modern system

of insect control. Such a system is based fundamentally upon proper housekeeping. However, an attempt must be made to repel, or, even better, to kill the casual invader

as soon as he gets into the plant. Coming out of the war, there has developed a spray technique that had not been previously used. This involved the use of residual spray sub-

stances, sometimes spoken of technically as the "new economic poisons." Nearly everyone present has heard of DDT and chlordane. These are the commonest of these substances and are the ones now currently being used in good insecticide practice. Others are being developed, and there is no question but that in time, better ones than

By Dr. Edward L. Holmes
American Institute of Baking

CONGRATULATIONS, BAKERS

This is the
10th birthday of
ENRICHED BREAD..



...one of the most
significant contributions
to your better health



By
WALTER L. HENDRICKSON, M.D.
President,
American Medical Association



It is encouraging and gratifying to know that the health of the American people is being improved by the use of enriched bread. And I think it is a real credit to you that a very important part of the more healthful bread for the national meal will be yours.

Research in the field of nutrition, which I am proud to help in cooperation with the American Medical Association, has shown that the use of enriched bread is a very important part of the more healthful bread for the national meal. The reason is that the use of enriched bread is a very important part of the more healthful bread for the national meal. The reason is that the use of enriched bread is a very important part of the more healthful bread for the national meal.

Edward L. Hendrickson, M.D.



enriched bread is a very important part of the more healthful bread for the national meal. The reason is that the use of enriched bread is a very important part of the more healthful bread for the national meal. The reason is that the use of enriched bread is a very important part of the more healthful bread for the national meal.



15 MILLION FAMILIES will be reached by this double-page spread heralding the 10th Anniversary of the Bread Enrichment Program.

Featuring congratulatory messages from 10 outstanding nutrition leaders, the advertisement will appear in *Saturday Evening Post*, March 31; in the *April Ladies' Home Journal*; in *Look*, April 10; and in the *May Woman's Home Companion*.

Valuable tie-in material is available to bakers from the Bakers of America—who are sponsoring the advertisement.

ABC TO BROADCAST ENRICHMENT FILM ON NATION-WIDE TELEVISION NETWORK

• In March—in cooperation with The Fleischmann Division of Standard Brands—the American Broadcasting Company will present "The Modest Miracle" over its coast-to-coast television network, reaching an audience of millions of bakery customers.

This famous film—produced by the makers of Fleischmann's Yeast in behalf of the baking industry—has been shown in more than 3,000 theaters and thousands of schools, bringing the dramatic story of Bread Enrichment to millions of American people.



See "The Modest Miracle" on ABC-Television in March—and use it yourself to tie in with Enrichment's 10th Anniversary. Your Fleischmann man will be glad to arrange a showing.

Consult your local newspaper for time and date. Ask your Fleischmann man too for other Enrichment merchandising tie-up suggestions.

SCENES FROM



Dr. Christian Eijkman, sent by the Dutch to Java in the 1890's, attempts to stop the epidemic of beri-beri that is ravaging the island's native population.

DDT and chlordane will be found, recommended, and used to the advantage of all.

However, let us go back again to a clean bakery. In such, there are no obvious harborage for the invading insect, but consider a shipment of ingredients brought into the plant in cardboard cartons. These might well contain some cockroaches. These, in the cartons when unpacked or unloaded, will scurry out as soon as it is dark in order to seek refuge and food in the plant. Let us provide, however, in this bakery a residue of a poisonous substance upon every surface of the plant that such

insects will pass across. This will kill them within a few days.

Such a poisonous residue need not be everywhere in the bakery but it can be in those places where the insects are likely to go in looking for harborage. It could best be in those places within the bakery that insects are likely to walk across or to alight upon from flight, after finding entrance to the plant.

Such residual sprays are to be used only where they may be applied safely. This means that they must be applied in those places where there is no possibility of contamination of the food product zones. For the

type of insects commonly termed household, this means that screens, window sills, door sills, and window and door jambs should be sprayed; also all floors to a distance of three feet from the wall; and the walls themselves to a height of five feet from the floor. For cockroaches, particularly, emphasis in spraying should be given to damp areas and to the drains, which should be sprayed so that the material goes down inside the drain in ample quantity as far as possible. It is frequently said that "behind surbuses" should be sprayed. This is another problem, however, for there should be



Dr. Edward L. Holmes

no surbuses in a bakery behind which cockroaches could breed.

For the granary type of insects, sprays should be applied underneath skids, on the ledges, on the rafters, pillar supports of the ceilings, and in drastic circumstances, where the infestation is heavy, it can be applied with great care even to the outside of machinery.

There is considerable controversy in the sanitation field as to what type of residual spray material should be used, whether to use oil emulsion sprays in a water mix, or oil base spray solvent itself, or wettable powders that are water mixed.

Experience has shown, however, that the deposit coming out from an oil base spray adheres more firmly to most surfaces and is less likely to rub off on anything dragged across them or touching them. However, in some instances, such as where concrete surfaces are involved, experience has shown that water emulsion spray or wettable powders in water, are much more effective. Other experience has also shown that no water base spray should be used on electric fixtures, such as switch boxes, or motors, for these are excellent electrical conductors and they may cause a hazard. These may be sprayed safely only with oil base spray.

Safe methods of application can be devised and an adequate system for applying the spray can and must be set up within the plant to make sure that personnel accidents do not occur. All spray materials of this character should be kept under lock and key, and only the person authorized to apply the spray should be in possession of the key. The responsibility of the job of applying residual spray should be assigned to one or two or three definite individuals who are well informed as to all dangers of its use. These men must also be fully trained in proper methods of application.

Methods of Application

The method of application depends principally upon using a dripless non-misting sprayer. There are several such on the market, but the ordinary commercial tank hand sprayer is not satisfactory, for it is designed principally for out-of-door or garden uses. However, there are available on the market specially designed nozzles which will deliver a fan shaped spray without misting. The property of dripping that ordi-

on the 10th Anniversary of BREAD ENRICHMENT!

The Makers of Fleischmann's Yeast Join the Nation's Nutrition Leaders in Saluting the Achievements of this Program in Building a Healthier, Stronger America.

• During March America celebrates the 10th Anniversary of one of the most dramatic projects ever undertaken in the field of human nutrition... the Bakers of America's voluntary Bread Enrichment Program.

The impressive accomplishments of this cooperative venture in bringing better health—and happier lives—to millions of American people will be the subject of intensive promotion throughout the baking industry.

Twin keynotes of this important observance will be:

I. The Bakers of America advertisement de-

scribed in detail on the opposite page, and

2. The Nation-Wide Broadcast—over ABC-Television—of "The Modest Miracle," Fleischmann's widely-heralded documentary film featuring the dramatic discovery of Vitamin B₁.

AVAILABLE FOR FREE SHOWINGS

This timely, informative film is available to Bakery Associations and individual bakers for use at conventions, association meetings, sales and production meetings and with schools, colleges, women's clubs, etc. To arrange a showing—just ask your Fleischmann man. Use "The Modest Miracle"—to tie in with the big celebration of the 10th Anniversary of the Bread Enrichment Program.

THE MAKERS OF FLEISCHMANN'S YEAST

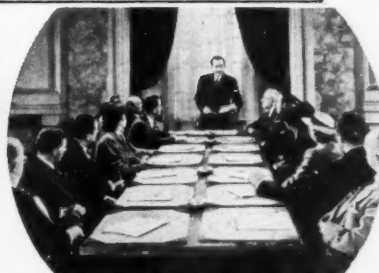
"THE MODEST MIRACLE"... on ABC-TV IN MARCH



Dr. Casimir Funk discovers that yeast contains the same health-giving substance earlier found in rice bran. He gives this substance a name—"vitamine."



A native Filipino woman's plea for help for her dying baby moves Dr. R.R. Williams, an American scientist, to try an extract made from the brown coating of rice.



Announcement is made in 1941 that America's bakers and millers will co-operate with the National Nutrition Program by producing "enriched" bread and flour.

nary sprayers have at the time of turning off the spray is usually ascribed to a faulty valve. There are spray valves, however, which do not do this.

The operator using a non-misting spray nozzle in a non-dripping spray assembly having previously determined the areas he is going to spray with the residue, walks through the plant, after covering any food contact surfaces with some sort of covering to protect them, in the event of accidental misdirection of the spray. He applies the spray with such speed that the desired surfaces

are covered with a glistening gleaming liquid surface that is just sufficient in quantity not to run down the surface of the material. When this dries, experience has shown that 5% DDT spray in oil base will deposit approximately 200 milligrams a square foot, which is the recommended surface dosage.

The oil base spray recommended is 5% of DDT or 2% of chlordane dissolved in colorless, odorless deo-base type solvent with or without an auxiliary to aid it in remaining in solution. Ordinary kerosene solvent may not be used. Further details may be readily obtained from

a good insecticide house or from the American Institute of Baking.

There is considerable confusion in the minds of bakers as to what results can be expected from use of residual spray. Possibly this is due to the fact that they are thinking in terms of former contact spray applications and that they anticipate an immediate kill of all insects within the plant in a dramatic manner whereby insects will be found strewn all over the floor within a short time. This anticipation can never be realized for residual sprays do not operate in this manner.

During the course of the 10 or

20 days first following the application of the residue, it can be anticipated, however, that every insect in the plant may walk across it if it has been applied in the proper concentrations in the proper places. Following this contact with the spray over a period of three to five minutes, each of these insects will die within the next ten days. Thus the practical result of application of residual spray is that within the first 10 or 20 days, a larger number of live insects are seen about the plant than ever before. But it will be noted that these do not behave normally, they are not afraid of humans and actually come out into the light and wander around haphazardly. These actions can be attributed to the fact that they have been poisoned by the residues. Such an insect is doomed to die and within a short time after their being seen, many of them will be found lying on their backs feebly kicking as if just prior to death. Such sick and dying insects should be swept up as soon as noted. They should not be left around to be crushed under the feet of workers.

The contrast here should be noted between apparent effects of the use of residuals and the use of contact sprays. In using the latter type of spray, there is always a complete knockdown of any insects touched but such insects do not always die. When insects are sick as a result of residue poisoning, they seldom, if ever recover. Insects in a similar situation previously knocked down by contact sprays are often merely sick and will later get up and walk about and resume their normal habits.

Flour Handling Equipment and Methods of Insect Control

From what has already been said, it is obvious that there are places in the bakery where residual sprays may not be applied but which may contain a high residue of insect infestation. The most notable of these is the flour handling equipment. This equipment requires an entirely different method of treatment. Without going into too much detailed discussion, let us assume that all flour brought into every bakery contains at least a minute percentage of insect eggs as a natural result of the growing and milling process of the original grain.

Unless artificial means of sterilization are resorted to by mill or baker before flour is stored, these eggs will hatch out within a four to eight weeks' period after milling. Ordinarily, bakers will use flour, however, before this period has expired and there is little likelihood of this happening in the major part of their flour. However, when flour is dumped into the average flour conveying system, there are many spaces where flour residues build up. These are referred to as "dead spaces" and such flour is often spoken of as "dead flour." In the dead spaces, along with the flour deposited there, a few eggs always accumulate remaining undisturbed, and these have plenty of opportunity to hatch.

Each of us has been in bakeries where flour handling equipment has not actually been physically cleaned out for a period of a great many years. Let us imagine the nature of the contents of the dead spaces in such equipment. The first egg deposited there undoubtedly hatched out after a period of weeks, and from it in turn developed an adult, which laid several hundred eggs and so on. Eventually, a tremendous con-

(Continued on page 40)

Some things give solid satisfaction



You've waited for this—the day you and your son would reach across the years and share a boy's pleasures together! Something of the same satisfaction is yours when the success of your product justifies all the effort you've put into it.

Of course, you've used sugar.

To quality manufacturing, sugar brings a uniformly high standard of purity. Sugar has 10 to 50% more sweetening power. Sugar alone brings out the best natural flavors of higher-priced ingredients.

Set your signals for a clear track

—always use sugar. It pays off in solid satisfaction.



**PATTERNS LIKE THESE
ARE SURE TO PLEASE**

CHASE

Pretty Prints
COTTON BAGS

**SPUR SALES
THE COUNTRY OVER**

East, west, north, south—everywhere in America, Chase-Designed Pretty Prints are becoming more and more popular. Thrifty housewives are fashioning hundreds of useful, attractive items from these fine-quality cotton bags. Colorful checks, plaids, florals, geometrics, pastels. All beautifully designed to appeal to her—to help stimulate and sustain an increased demand for your products. Your Chase Salesman will be glad to show samples, to give full details.

CHASE BAG CO.

GENERAL SALES OFFICES, 309 WEST JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N.C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • WORCESTER, MASS. • CROSSETT, ARK.

Ringing the Baker's Doorbell

Mr. and Mrs. Rothmer Scott have sold the Coffee Shoppe building in **Lamoni, Iowa**, to M. G. Brooks, owner of the Lamoni Bakery. Mr. and Mrs. Brooks plan to sell their present bakery building and move the equipment to the new structure.

Kenneth Hansen, formerly with the Weber Bakery, Inc., Madison, Wis., has purchased Hillers Bakery, **Junction City, Wis.**, from Ira Hiller, Sr., and his two sons, Donald and Robert.

The grand opening of Pat Leary's new bakery was held recently in **Verona Village, Wis.** Mr. Leary, who received much of his baking experience in the navy, had the shop completely redecorated for the opening.

An explosion in a baking oven recently caused damage of \$2,000 at the Karl Kling Bakery, **St. Louis**. The blast knocked down sections of a partition separating the bakeshop from the salesroom and blew out two plate glass windows and the glass in the front door.

Mr. and Mrs. George Griffin have opened the new **El Sobrante (Cal.) Bakery**. Robert Snider is the baker.

Picou's Bakery of **New Orleans** is planning the opening of branch No. 4 to be located on St. Bernard Ave.

Andreas Reising of the Sunrise Bakery of **New Orleans** has put into operation a new heat-sealing machine for the sealing of bags as containers for French bread.

D. Rousseve, owner of the Dixiana Bakery, **New Orleans**, plans to open a bakery department in the New Schwegmann Super Market.

Baldrige Bakery, **Lubbock, Texas**, now distributes its products in the Amarillo area through the Baldrige Co. of Amarillo. Organized by Frank Black and John Praul. The Baldrige Bakery, founded in 1924, has grown into a million dollar business with 164 plant employees. The company is under the operation of Mrs. Lena Baldrige, widow of the founder, and two sons, Joseph E. and Don Baldrige. General manager is Raymond Burford, who has been with the firm since its start.

Harrell's Bakery and Patisserie, **Belen, N.M.**, went back under the management of H. G. Harrell the first of the year. It was operated by Russell Emenheiser 18 months.

The Atkinson Bakery has opened the Cookie Jar in **Lordsburg, N.M.** Owned and operated by J. D. Atkinson and his wife, the bakery was started about five years ago.

A new bakery has been opened in **Shepherd, Mich.**, by Floyd Knowlton, who closed a shop at Harrison.

The Atlas Baking Co., Inc., of **Richmond, Va.**, is now under new ownership and management. Officers of the new organization are Thomas S. Herbert, president and treasurer; Mrs. William C. Herbert, vice president;

David D. Eanes, secretary, and Henry R. Cordes, general manager. Atlas Baking was owned and operated by William C. Herbert until his death several years ago.

With maximum authorized capital stock of \$25,000 and minimum authorized capitalization of \$5,000, Bakers,

Inc., **Bluefield, W. Va.**, has been granted a charter by the office of the secretary of state at Charleston. Incorporators are Lillian Segall and L. L. Sands.

William O. Albrecht has bought out the interest of his brother, Carl D.

Albrecht, in the Albrecht Bake Shop, **Mishawaka, Ind.**, to acquire full ownership of the business, which has been operated by the two more than three years. The bakery will continue under the same name.

With maximum authorized capital stock of \$100,000, Your Bake Shoppe,

now!

ship
flour
in bulk!

General American, builder and operator of the GATX tank car and GARX-URTX refrigerator car fleets, now offers a new leasing facility to industry—Trans-Flo Car Service.

The Trans-Flo Car does for flour what the tank car has done for bulk liquids. It is being made available on a rental basis to give shippers the same economies, the same dependable standard of service GATX rendered to tank car users.

A few of the big advantages of Trans-Flo Car Service:

You make no capital investment in cars; no problems of ownership. The pneumatic equipment used with Trans-Flo will reduce your production costs and speed up manufacturing.

No packaging, individual handling or dunnage. No contamination in loading, shipping and unloading.

Each Trans-Flo Car carries from 55 to 60 tons pay-load compared to a box car's 30 to 40 tons. The more you use the Trans-Flo Car—the more you save!

Comprehensive tests by an outstanding research laboratory prove that the Trans-Flo method of loading and unloading materially reduces possibility of infestation.

Write for complete information on Trans-Flo Service

District Offices: Buffalo • Cleveland • Dallas
Houston • Los Angeles • New Orleans
New York • Pittsburgh • St. Louis
San Francisco • Seattle • Tulsa • Washington
Export Dept., 10 E. 49th St., New York 17, N. Y.



GENERAL AMERICAN
135 SOUTH LA SALLE STREET

Inc., of Wadesboro, N.C., has been chartered to operate bakeries, both wholesale and retail. The incorporators are James A. Leak, John R. Jarrell and Margaret A. Jarrell, all of Wadesboro.

Sam Batistone is now operating the American Bakery at 456 E. Main St., Ventura, Cal.

Luigi Sarcone and his son, Peter, proprietors of the L. Sarcone & Son Bakery, South Philadelphia, escaped serious injury when a boiler in the basement of the building exploded

last month. Peter Sarcone was treated for minor bruises. Two show windows were blown out of the building.

The Martha Ann Bakery, Shawnee, Okla., has installed a new hand bread slicer.

A business name has been filed in the Erie County clerk's office for the Wacker Bakery, Buffalo, N.Y., by Emil F. Ritz.

The Ideal Baking Co. of Batesville, Ark., recently found that larger

quarters were necessary. In addition to moving into a larger building, which was remodeled, approximately \$50,000 worth of new equipment was purchased.

Flower-Maid Bakery Products, Inc., of Lexington, Ky., has opened a new bakery plant at 999 Liberty Road.

Mr. and Mrs. James P. Rich of Atlanta, Ga., have purchased Lacy's Bakery, St. Petersburg, Fla., from Mr. and Mrs. Flay Lacy. Mr. Rich now owns and operates two bakeries in Atlanta and during the summer

has a bakery in Alanson, Mich. The St. Petersburg plant will be operated as the Maderia Beach Bakery.

Hill's Bakery of Binghamton, N.Y., has awarded contracts for erection of a \$100,000 baking plant in Vestal where part of its operations will be centered. The building will house the cake bakery and garage. The Binghamton bakery will continue in operation. Eventually, it is planned to extend the size of the Vestal plant and shift all operations there.

A business name has been filed in the Erie County clerk's office for the Busch Bakery, Buffalo, N.Y., by John Busch.

The Fox Royal Bakery, Wilmington, N.C., will make alterations to its plant at a cost of \$35,000, according to a permit issued by the city building inspector.

The Purity Baking Co. has been issued a building permit for erection of a large quonset metal building in Champaign, Ill. It will be used as a warehouse and garage.

With maximum capitalization of \$100,000, Griffin Pie Co., Inc., has just been organized in Charlotte, N.C., to operate a bakery. The incorporators include Howard and Mary Griffin, both of Greensboro, N.C., and Paul R. Williams, Charlotte.

Fire, believed to have originated from an overheated oven, caused an estimated \$11,000 damage to the building of the Tri-State Cookie Co., Shreveport, La., Jan. 9. About \$3,000 damage was done to the building and \$8,000 to contents.

The D & D Bakery, Tribune, Kansas, owned and operated by D. D. Waldren, held its formal opening Dec. 23. L. W. McIntosh, former baker at Hays, Scott City and Salina, is the baker.

Myra's Bake Shop opened recently in Auburndale, Fla. Mrs. Mary Crocco, Stamford, Conn., is the operator.

Beyer's Bakery has reopened in Stuart, Fla. Charles Beyer is owner and operator.

Harold Alexander of Alexander Baking Co. was surprised when at the opening of his new Fort Myers, Fla., bakery more than 5,000 visitors attended. He had expected about 1,500 and prepared refreshments for that many. The opening of this new bakery will not mean the closing of the old one. A fleet of approximately 20 trucks takes the bakery products to many points throughout the state. Another plant at Naples is under construction.

The Golden Krust Bakery, Alva, Okla., has added to its equipment an automatic dough conditioner with refrigeration.

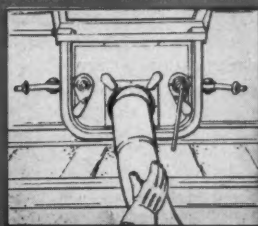
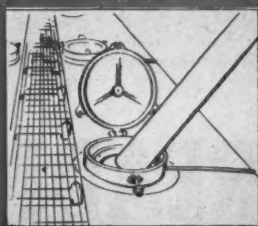
The Independent Home Bakery, Inc., has been incorporated in Buffalo, N.Y., with capital of 200 shares. Incorporators are Richard Lipsitz, Carl A. Green and Marie F. Dolan.

The Overbrook Restaurant Bakery, Scranton, Pa., has been closed to the public. However, the firm will continue to serve its bakery products to restaurant customers.

The new

Trans-Flo Car

by General American
eliminates filling, handling
and shipping of small units



No Contamination!

Big Savings!

Compare box car methods
with Trans-Flo Airveyor*
loading and unloading!

Loading is direct from your source of production.

Box Car loading time..... 16 man-hours (avg.)

Trans-Flo loading time..... 3 man-hours (avg.)

Unloading—a one-man job. Just hook up nozzle!

Box car unloading time..... 16 man-hours (avg.)

Trans-Flo unloading time..... 4 man-hours (avg.)

* T. M. The Fuller Co., Catasauqua, Pa.

TRANSPORTATION CORPORATION

CHICAGO 90, ILLINOIS

Sanitation Facts

(Continued from page 36)

centration of insect infestation built up in these dead spaces and the population became so great, the adult insects are forced to roam outside the colony for food. It is in such circumstances that the flour getting into the finished products becomes contaminated.

Spot Fumigation

Our problem, therefore, is to eliminate these foci of infestation that

develop in the dead spaces of flour handling equipment. How can this best be done? You know that adequate cleaning or housekeeping will take care of most of the problem. This is undoubtedly true. In fact, if we could be certain that a periodic cleaning taking place every two or three weeks would cover every conceivable part of a piece of flour handling equipment that is all in our opinion that needs to be done. However, it is doubtful that we can be certain of this. Therefore, additional techniques which might be termed a "preventive sanitation measure" has been developed. This

is sometimes spoken of as "spot fumigation." This in a sense is a technical term. It simply means that a definite spot, or area of the bakery proper, is set aside for fumigation treatment. In this instance, the spot is the flour handling equipment. In spot fumigation, however, we do not use the same fumigating tools as we do for general fumigations. In fact, they are very simple techniques and are usually carried out by the bakers themselves and can definitely be done without great difficulty and without any danger whatsoever.

The principal tools that we have

are chemical mixtures known as "spot fumigants." These mixtures are liquids at room temperatures and can be readily handled, but they quickly volatilize to form gases which in a confined space will kill insect larva and adults who are exposed to a sufficiently high concentration of the gasified chemical for a long enough period of time. We will attempt to go into only rough details as to time and the concentrations. In a practical sense, however, it has been pretty well demonstrated by several investigators that for every 100 cu. ft. of a closed area in the flour system, there must be applied 36 fluid oz. of the commonest spot fumigant, a mixture of 75% ethylene dichloride and 25% carbon tetrachloride. Other spot fumigants have corresponding concentrations to be used.

This amount of liquid must be poured into the flour conveying system for every 100 cu. ft. of inside volume of space. However, then the liquid must be volatilized to be effective. How best to do this is sometimes a problem, for these chemicals do not volatilize too readily. There are a number of devices on the market today that profess to make a very effective application of spot fumigant insecticide.

It is our feeling, however, that bakers, before investing large sums of money in these devices, should assure themselves of their technical and practical capabilities. In plain words, be sure that they will do the job. The efficiency of spot fumigation technique can be readily checked by using test cages. The simplest of these are simply little wire boxes, the size of a match box, into which are placed a number of live adult and larvae forms of a typical flour infesting insect, such as the confused flour beetle. If these within the cages are killed, then you may rest assured that you are getting an efficient kill in your equipment of any insects living there.

The major difficulty of spot fumigation rests in the inability of spot fumigants to penetrate very far into deep layers of flour. We do not believe that a baker should expect spot fumigants to penetrate more than an inch of flour, and the concentration of fumigant represented by 36 fluid oz. of liquid applied per 100 cu. ft. must be left within the area undisturbed for at least four hours in order to effect a kill.

Let us get this picture straight within our minds. In using spot fumigants, I am sure most bakers are thinking in terms of simply opening up their equipment sufficiently to pour in the 36 oz. of fumigant liquid just as the conveyors and elevators have been left after running them dry of flour, as the expression goes. There is considerable flour residue left in the boots and along the base of the conveyors, and if this is more than an inch in depth, no results will be found at the lower levels.

For this reason it is absolutely necessary to mechanically clean out the conveyors and elevators before spot fumigation. The spot fumigation application after the physical cleaning, is primarily for the purpose of insuring a kill of any insect that may have been missed in the small amount of residues that it was impossible to reach, or which may have crawled into some crack or crevice not readily accessible to the vacuum cleaner.

By this time, someone is undoubtedly asking in his own mind, "Well, how do you best apply spot fumigants if you do not use some of the

(Continued on page 55)

This could be YOUR BREAD!

Through 1951, a series of powerful advertisements beginning in March "Good Housekeeping", will tell American homemakers of the superior qualities and better food value of bread made with at least 6% nonfat milk solids. Each ad will be a direct message to your customers about bread that is nutritionally superior, and so appealing in flavor that more is eaten.

This advertising can be your advertising—if you offer such a loaf and identify it with the state-

ment on the wrapper: *Each pound contains the nonfat milk solids of seven ounces of milk.* As already used by some bakers this accurate description of the milk-solids content is stimulating sales sharply. Ask your milk supplier for our free booklets "Sales Slants for the Baker" and Advertising Brochure, Bulletin 190.

MILK SOLIDS

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

... **BE SURE**
with
**PERFORMANCE
FLOURS**



**BIG
7
PERFORMANCE
FLOUR**



Consumer's confidence in your bread depends upon day-after-day quality.

PERFORMANCE FLOURS, control-milled from choicest bread wheats, assure that dependable uniformity—throughout the year.

You're sure of top quality results and economical production with uniform, trouble-free PERFORMANCE FLOURS.

Fine Flours are the Foundation of the Baking Business

KANSAS FLOUR MILLS COMPANY

KANSAS CITY

Division of Flour Mills of America, Inc.

BETTER RESULTS AT LOWER COST WITH BONGARDS WHEY POWDER!



LOOK!

- MORE NUTRITIOUS
- UNIFORM GOLDEN-BROWN CRUSTS
- TENDERER CAKES, COOKIES & DOUGHNUTS
- KEEPS SOFTNESS and APPETIZING QUALITIES LONGER

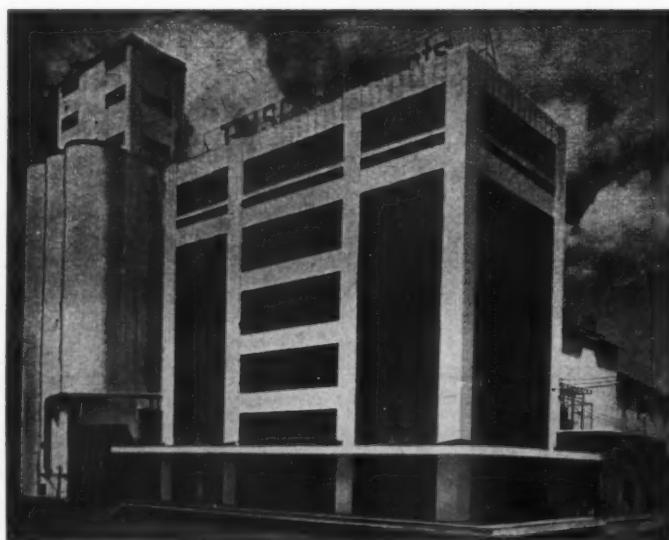
Every day more and more successful bakers are finding out how BONGARDS WHEY POWDER, used in their bake goods, is improving customer satisfaction and increasing sales—and at lower cost than dry milk solids.

... Practical, too, because greater quantities of whey solids can be included in formula.

BONGARDS WHEY POWDER contains 74% lactose and never becomes lumpy. It is made under the most sanitary conditions, utilizing the newest stainless steel equipment. BONGARDS WHEY POWDER IS A UNIFORM, DEPENDABLE, TOP QUALITY PRODUCT.

 "America's Finest Dried Whey"

★ Write for Samples and Prices!
BONGARDS COOPERATIVE CREAMERY ASSN.
BONGARDS, MINNESOTA



DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

GRIST OF GRINS



Teacher: "This essay on 'Our Dog' is word for word the same as your sorority sister's."

Girl: "Yes, sir, it's the same dog."

An egotist is a guy who blows his horn when approaching a railroad crossing.

"My boy," said the successful man lecturing his son on the importance of thrift, "when I was your age I carried water for a gang of bricklayers."

"I'm proud of you, father," answered the boy. "If it hadn't been for your pluck and perseverance, I might have had to do something of that sort myself."

A government crop inspector visited a southern farm and began asking questions. "Do you people around here ever have trouble with insects getting in your corn?" he inquired.

"Balls o'fire, we sure do!" said the farmer. "But we jes fishes 'em out an' drinks it anyhow."

A very thin man met a very fat man in the hotel lobby.

"From the looks of you," said the fat man, "there might have been a famine."

"Yes," was the reply, "and from the looks of you, you might have caused it."

An optimist figures that when his shoes wear out, he'll be back on his feet.

Friend: "Ah, professor, I hear your wife has presented you with twins. Boys or girls?"

Professor: "Well, I believe one is a boy and one is a girl, but it may be the other way 'round."

The new minister was calling upon the members of his flock. "What a cute little girl!" he gallantly remarked, upon viewing one of the children. "And this sturdy little urchin in the bib belongs to the contrary sex, I presume?"

"Oh, yes," said the mother, "she's a girl, too."

The surgeon stood by the bedside and looked down at the dying man.

"I cannot hide from you the fact that you are very ill," he said. "Is there anyone you would like to see?"

"Yes, sir," said the sufferer faintly.

"Who?"

"Another doctor."

A pedestrian is a car owner who found a parking space.

Don't let a woman boss the job;

Don't bow to her demands;

Don't be a great big sticky glob

Of putty in her hands.

Don't grovel when she loudly barks;

Don't kowtow to subdue her,

Just grin, ignoring her remarks . . .

Unless you're married to her.

ARNOLD ...of... STERLING

Mills and Sells

"Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.
STERLING, KANSAS

*The Standard Others
Strive to Reach*

WHITE SWAN FLOUR

SPRINGFIELD MILLING
CORPORATION
MINNEAPOLIS • MINNESOTA

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

Chickasha Milling Co.

Capacity 1500 sacks CHICKASHA Cable Address
OKLA. "Washita"
Manufacturers of High-Grade
Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

Snow Lily

Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

DOBRY'S BEST

BEST OF THE WEST

DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

ALL YOUR FLOUR NEEDS
from a Single Source

SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT

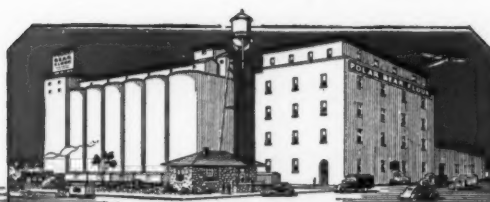
"The Beardstown Mills"
BEARDSTOWN ILLINOIS



FLOUR IS KING

Many a product sells well the first time but does not repeat. POLAR BEAR has been making long-time friendships with bakers for more than 50 years. Such enduring business relationships must be based on quality and good faith . . . and both of these are basic fundamentals in the operation of this company.

Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

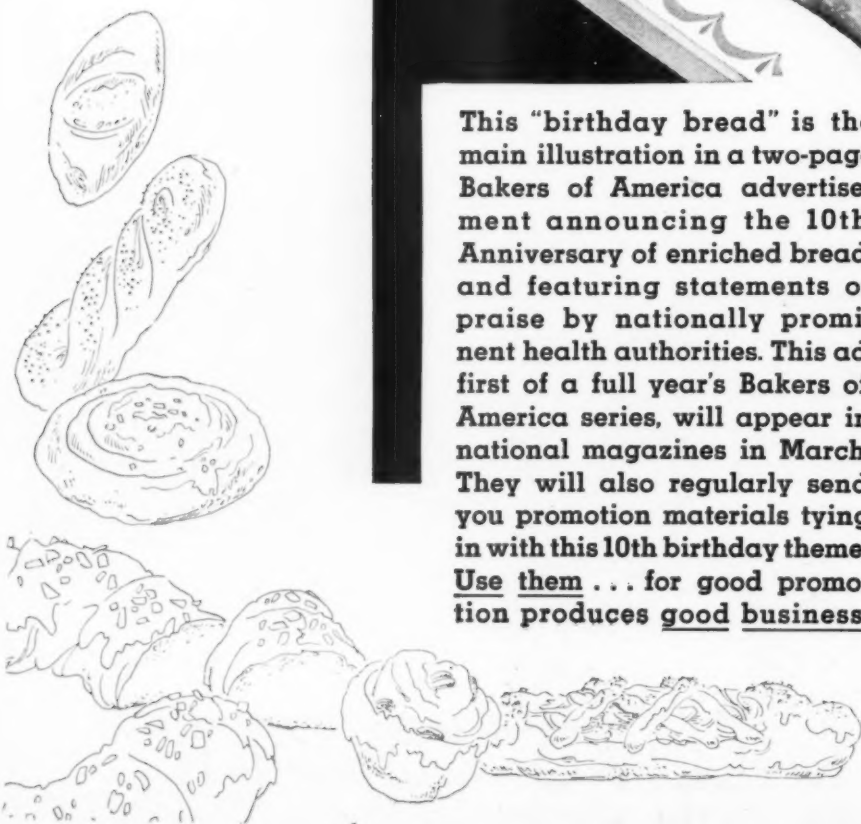


IN 1951, A POWERFUL BAKERS OF AMERICA

the



This "birthday bread" is the main illustration in a two-page Bakers of America advertisement announcing the 10th Anniversary of enriched bread, and featuring statements of praise by nationally prominent health authorities. This ad, first of a full year's Bakers of America series, will appear in national magazines in March. They will also regularly send you promotion materials tying in with this 10th birthday theme. Use them . . . for good promotion produces good business.

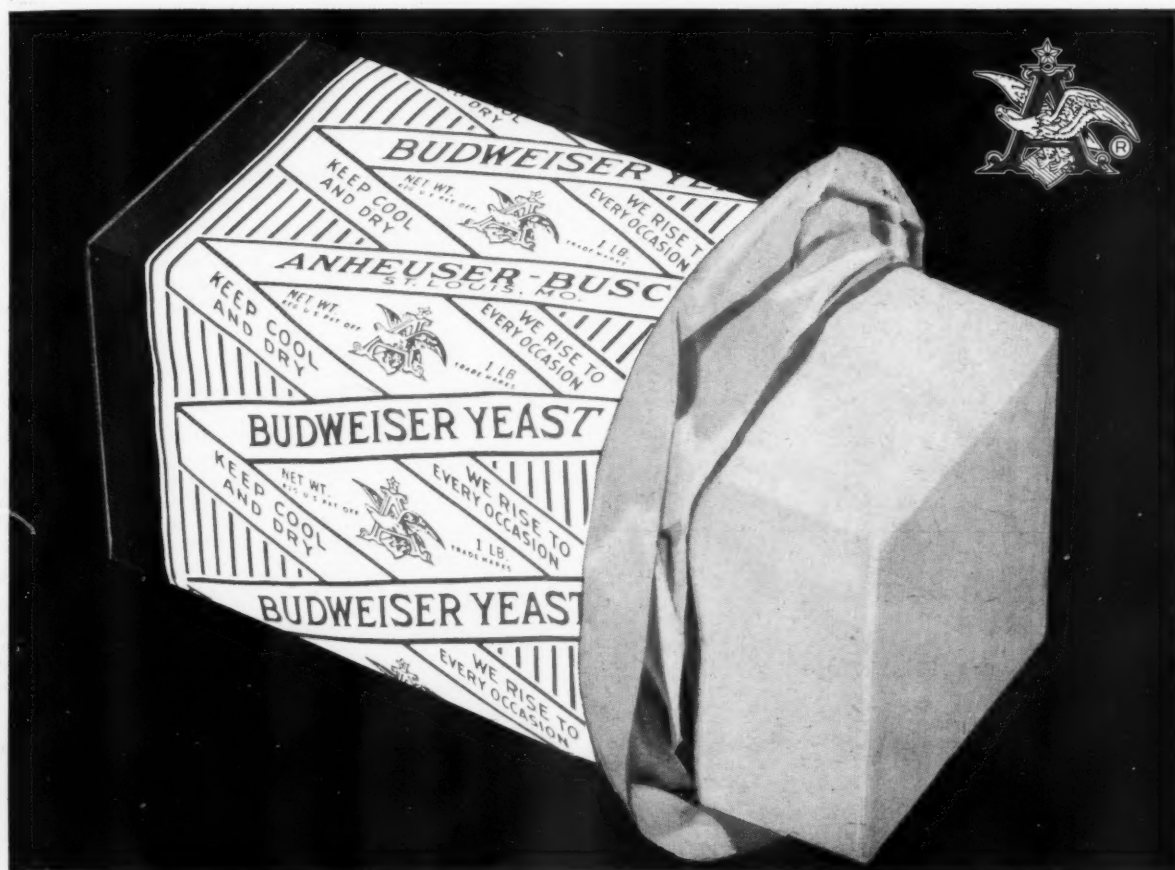


ADVERTISING PROGRAM WILL CELEBRATE

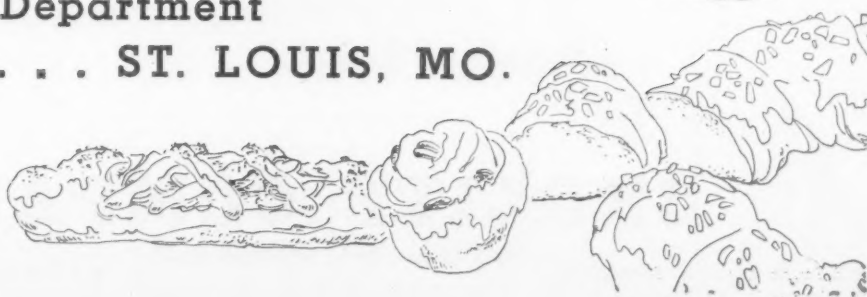
10th birthday of ENRICHED BREAD

...A MAJOR CONTRIBUTION TO THE HEALTH OF AMERICA

Anheuser-Busch congratulates the entire bakery industry on the 10th Anniversary of enriched bread, on its accomplishments of the past year and on its great contribution to the improved nutrition and health of the American people.



Bakery Products Department
ANHEUSER-BUSCH, INC. . . . ST. LOUIS, MO.



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 48 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Nonfat milk solids will turn rancid if kept in storage for two months. True or false?
2. A temperature of 110° F. is too high for proofing any kind of bread and still obtain good results. True or false?
3. The fat content in 100 lb. bitter chocolate is about 51%. True or false?
4. Dough dividers should always be greased with lard. True or false?
5. Most bakers use the small seedless type of raisins for raisin bread because they have a better flavor than the large seeded ones. True or false?
6. In order to make a good pie crust, about 70% shortening should be used (based on the flour) with unbleached pastry flour. True or false?
7. When a cookie dough is too soft to roll out, it is best to add some flour to it in order to tighten it up. True or false?

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7. When a cookie dough is too soft to roll out, it is best to add some flour to it in order to tighten it up. True or false?

8. In order to keep yellow layer cakes from drying out rapidly, 15% of the sugar should be replaced by invert syrup. True or false?

9. Bread made from a stiff sponge will stale faster than bread made from a soft sponge. True or false?

10. When canned apples are flat in flavor, the eating quality can be improved by the addition of citric acid. True or false?

11. Cornstarch is used in powdered sugar in order to decrease the cost. True or false?

12. The tendency for sliced bananas on top of cakes to turn brown can be greatly decreased by dipping them in sugar syrup. True or false?

13. When making bread, the pieces of dough are rounded after being scaled and given intermediate proof in order to produce a more even grain and texture and a better symmetry of form. True or false?

14. There is no difference between cane and beet sugar. True or false?

15. Ammonia may be used in the making of French doughnuts as it does not harm the frying fat. True or false?

16. Boiling water used in making pie crust will produce a mealy crust. True or false?

17. Steam has nothing whatsoever to do with producing so-called blind split top bread. True or false?

18. Molasses made from sugar beets is not used for baking. True or false?

19. Pasteur is known as the "Father of Fermentology." True or false?

20. The average loaf of white bread will have a pH of about 6.5. True or false?

—BREAD IS THE STAFF OF LIFE—

JOHN BAKER NAMED BY PENNSYLVANIA GROUP

WILKES-BARRE, PA.—John Baker, Wilkes-Barre, was elected president of the Northeastern Pennsylvania Bakers Assn. at a meeting in the Hotel Redington here recently.

Other officers elected were: Peter Polansky, Scranton, first vice president; Gene Brugger, Hazleton, second vice president; Paul Skiptunas, Wilkes-Barre, treasurer, and Charles Unsinn, Hazleton, secretary.

The association discussed final plans for a cake-decorating school in Wilkes-Barre under the direction of Paul Kuhnle, Philadelphia.

—BREAD IS THE STAFF OF LIFE—

W. F. BERNING PROMOTED

EVANSVILLE, IND. — William F. Berning, salesman with the Sunbeam Bakery here since 1935, has been boosted to sales manager of the organization, according to an announcement by Adam J. Neu, president. Mr. Berning succeeds Ray Christian, who is being transferred. Former manager of the old Walsh Baking Co. here, with which he started in 1917 as a salesman, Mr. Berning joined the Sunbeam staff in 1935.

EVERY BAKERY HAS A PROBLEM AT THIS POINT



The BROLITE MAN KNOWS THE PROBLEM and ALSO KNOWS THE ANSWER

"Ask the Brolite man"

BROLITE COMPANY

225 Fourth Ave., New York 3, N. Y.
621 Minna St., San Francisco 1, Calif.

2542 Elston Ave., Chicago 47, Ill.

4128 Commerce Street, Dallas, Texas

518 First Ave., North, Seattle 9, Wash.
686 Greenwood Ave., N. E., Atlanta 6, Ga.



EVERY SEAL YOU USE HELPS CRIPPLED CHILDREN

What Makes It So GOOD ?

1 ✓

Wheat
Selection

2 ✓

Testing
Laboratory—
Pilot Mill—Bakery

3 ✓

Facilities
(Equipment)

4 ✓

Milling
Know How

5 ✓

Housekeeping
(Pest Controls)

6 ✓

Service
Handling & Shipping

7 ✓

Priceless
Ingredient

7 Priceless Ingredient



That which is bought or sold has no value unless it contains that which cannot be bought or sold — The Honor and Integrity of the maker— The "Priceless Ingredient."

Through 42 years of progressive improvement "GOOCH'S BEST" has been the stamp of approval to buyers of quality products. Maintenance of this confidence is the ideal of service to which we are constantly pledged.

GOOCH'S BEST FLOUR

GOMEC — AKSARBEN

Needs No Blending to

Make GOOD Bread

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

ANSWERS TO "DO YOU KNOW?"

Questions on page 46

1. **False.** Carefully made and packaged, nonfat milk solids stored under ordinary conditions will keep three to six months.

2. **False.** Best results when making salt rising bread are obtained when this type of bread is proofed at 110° F.

3. **True.** The government standard

for bitter chocolate requires that it contain not less than 50% fat.

4. **False.** As a rule, mineral oil is recommended. This oil must be odorless, tasteless, colorless and it should not leave a gummy residue.

5. **False.** In our opinion, the large seeded raisins have the best flavor. When they are used, however, the dough quite often is slightly darker due to the syrup on these raisins. They also break up more easily during the mixing of the dough, resulting in the appearance of the loaves not being quite as nice as when seedless raisins are used.

6. **True.** This will hold true if the

proper mixing and handling procedures are used. A stronger flour would require the use of more shortening.

7. **False.** It is also necessary to add some sugar as flour alone would decrease the spread of the cookies, changing their characteristics due to the formula becoming leaner.

8. **True.** Invert sugar is hygroscopic and would help to retain moisture in the cakes.

9. **False.** Research work done on this problem showed that there was little or no difference in the staling of the bread.

10. **True.** The addition of citric acid will improve the flavor of the apples.

The amount to use will depend upon the tartness desired.

11. **False.** Cornstarch is used to slow down the lumping of the sugar. Usually about 3% starch is used.

12. **True.** Boil 3 lb. sugar with 1 lb. water. Cool this to about 140° F. and use. This solution will keep the air from making direct contact with the slices.

13. **True.** The intermediate proofing of the rounded dough is conducive to improving the finished loaves.

14. **True.** Both are chemically the same. Even a chemist cannot tell them apart.

15. **False.** It has been found that ammonia causes the frying fat to darken rapidly. Baking powder should be used. If the formula calls for ammonia, use about 2½ times as much baking powder as ammonia.

16. **True.** The hot water melts the shortening, eliminating the lumps of fat which produce flakiness. When hot water is used, the dough should be chilled overnight, otherwise it will be sloppy and hard to handle.

17. **False.** By having the top crust too dry during proofing, the skin of the dough will be toughened so that it will not break readily during the first few minutes of baking. Dry steam or insufficient steam in the oven may also cause blind tops. Plenty of wet steam should be used in the oven so that the top will be soft and break or shred readily.

18. **True.** Because of the high percentage of impurities in beet sugar molasses, it is not used for baking purposes. It is generally used for cattle feed.

19. **True.** In 1859, after a great deal of experimental work, Pasteur demonstrated that yeast was a living organism that caused fermentation. Therefore, he has been known by that title.

20. **False.** The average loaf of white bread will have pH of about 5.2-5.3.

—BREAD IS THE STAFF OF LIFE—

DIRECTOR RESIGNS

BLUEFIELD, W. VA. — L. D. Feuchtenberger, president of Feuchtenberger Bakeries here and elsewhere in West Virginia and Western Virginia, has resigned as a member of the board of directors of the Flat Top National Bank, Bluefield. He told a meeting of the stockholders of the bank that, because of expansion of his bakery interests, he no longer would be able to hold his position on the board.

—BREAD IS THE STAFF OF LIFE—

Reservations Being Made for Southern Bakers Convention

ATLANTA—Reservations for the 37th annual convention, Southern Bakers Assn., which is being held at the Palm Beach Biltmore May 6-9, are now being accepted, according to Earle P. Colby, president of SBA.

A change in policy has been decided upon, and reservations will be made direct to the hotel. Requests should be sent to L. E. Ames, Palm Beach Biltmore, at Palm Beach. Early reservations will receive select accommodations.

The policy that has been established has assigned the special locations on a 50-50 basis—baker, allied and associate, until March 1, when all reservations will be on the basis of first come, first served.



SELL MORE BREAD

THIS WAY.....

More Milk* in bread—sells more bread—when consumers know it is there. Use enough nonfat dry milk solids (6%) to bring your loaf up to nutritional requirements and tell people about it—in advertising—on the wrapper—on the end label. Better bread quality—better bread sales—are certain to follow.

Bud Bowman Says:

BOWMAN UPC*, nonfat dry milk solids, is best for baking better quality, more nutritious breads. It's well known for its PRECONDITIONED baking uniformity.

UPC

* BOWMAN UPC nonfat dry milk solids, PRECONDITIONED with not more than 1.25% specially treated cereal flour.



BOWMAN DAIRY COMPANY

140 WEST ONTARIO ST., CHICAGO 10, ILL.

IT'S "SEW EASY" FOR YOUR CUSTOMERS



COTTON BAGS



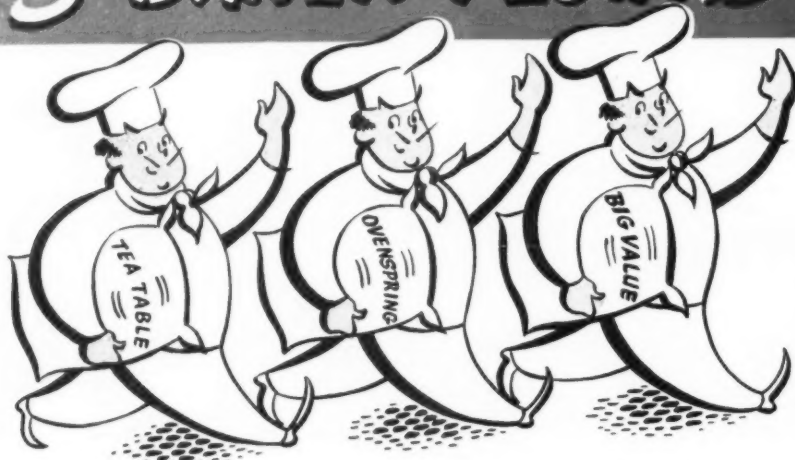
Your choice of band label (shown above), spot label, butt-band label, or imprinting with brilliant inks. Labels soak off easily and inks are water soluble.

Coming in a wide variety of qualities and weights; in a wonderful range of patterns, Fulton Fulprint Cotton Bags are real friends to the farm family. Exciting, new colorful patterns are carefully selected by Fulton to appeal to today's modern farm family . . . prints that will lend themselves to new curtains, tablecloths, slip covers, bed spreads, and countless other household items. There are Fulton bags of quality Bleached Goods too, when a snowy white fabric is desired. Fulton Cotton Bags make it "sew easy" to brighten up the home. Write the factory nearest you for more details on "fashion right" Fulton Cotton Bags.

Fulton BAG & COTTON MILLS

ATLANTA • ST. LOUIS • DALLAS • KANSAS CITY, Kans. • MINNEAPOLIS • DENVER • NEW ORLEANS • LOS ANGELES • NEW YORK CITY

3 BAKER FLOURS



that give

*more production—
fewer worries!*

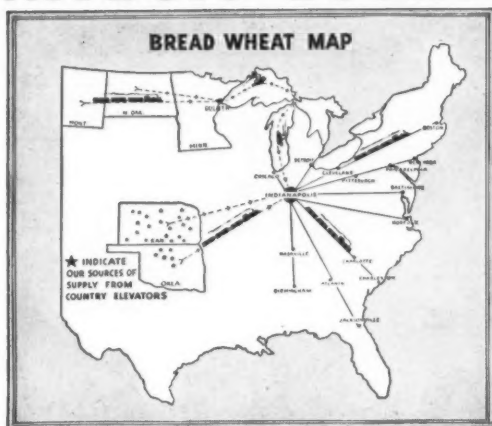
TEA TABLE

OVENSPRING

BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

STRATEGIC LOCATION



ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• Since 1821 •



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HAMMOND
Multi-Wall
BAGS**

... are the features
illustrated plus a
thorough understand-
ing of your shipping
bag requirements

The preference for Hammond Multi-Wall Bags continues to grow steadily because of an ever-increasing list of satisfied customers in every industry where Multi-Wall Bags are used. Highest quality papers—efficiently handled by thoroughly trained, competent and conscientious personnel—using modern methods and high-speed machines are just a few of the many reasons why Hammond Multi-Walls are specified for safe, dependable shipment of cement, flour, fertilizers, chemicals, plaster, insulating materials, potatoes, feed and hundreds of other products.

Write today for your copy of our booklet—

**"To Serve You Better
with Hammond Multi-Wall Bags"**



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AND MATERIALS



PLANT EFFICIENCY



MODERN MACHINERY



PRIDE OF WORKMANSHIP

HAMMOND BAG & PAPER COMPANY

General Offices: Wellsburg, W. Va. Plants in Wellsburg, W. Va. and Pine Bluff, Ark.

Representatives in the following cities:
Chicago, Ill. Minneapolis, Minn. New York, N.Y. Bluefield, Va. Philadelphia, Pa. Columbus, Ohio
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DEFENDERS of America . . . the nation's fighting planes have proved themselves superior. We can say the same for AMERICAN FLOURS, which defend bread quality against any decline. These flours of exceptional baking excellence are skillfully and scientifically milled from wheats chosen particularly for better baking characteristics. That's the reason it pays to BUY AMERICAN.

Flour Capacity
4,000 Sacks

Grain Storage
3,000,000 Bu.

American Flours, inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

NEWTON, KANSAS

Production to Start in Olin Cellophane Plant in September

EAST ALTON, ILL.—A new cellophane plant, now being erected at Pisgah, N.C., for Olin Industries, Inc., is scheduled to be in full operation about Sept., 1951. The eight-machine plant will produce about 33 million pounds of cellophane annually, according to John M. Olin, Olin Industries president.

E. I. duPont de Nemours & Co. announced late in 1949 that it has licensed Olin Industries to manufacture cellophane. Under the agreement DuPont has designed and is building the plant and is furnishing technical information and patent licenses.

The plant consists of one irregular-shaped building, about 300 by 900 ft. in size, with eight smaller outlying units. The highest point of the manufacturing building will be the six-story coating towers and the 5-story chemical building. The principal structure will have reinforced concrete foundation and floors, red jumbo brick and a pre-cast concrete slab roof.

SOUTHERN BISCUIT CO. ANNOUNCES PROMOTIONS

RICHMOND, VA.—Five promotions of officials of the Southern Biscuit Co. here have been announced by George A. Moltz, Jr., general sales manager.

Edward E. Cole was designated field sales manager in addition to his current duties as merchandising and sales promotion manager.

Gaius W. Diggs, Jr., was named sales manager for the company's Middle Atlantic division, as well as advertising manager for the firm.

John P. Ramos, formerly Richmond

branch manager, was advanced to sales office administrator in the general sales office.

Floyd C. Eargle has been brought here as the Richmond branch manager from Charlotte, N.C., where he was sales supervisor.

Donald H. Kirby has been made manager of the Eastern North Carolina district, where he formerly was sales supervisor.

—BREAD IS THE STAFF OF LIFE—

FOOD MEN WARNED TO PLAN FOR EMERGENCY

LOS ANGELES—Processors and handlers of foodstuffs were warned by George M. Uhl, city health officer, that they must draw up plans to operate under emergency conditions to survive the potentialities of the war situation.

Among the steps Dr. Uhl urged that food industries take at once were: Immediate inventory of all available equipment, and training and holding employees to avoid problems that developed here during the last war.

Many plants and small shops, particularly, may be forced out of business, Dr. Uhl declared, by shortages in materials that will make replacement and maintenance of equipment impossible; and by tighter vigilance of health authorities in the field of food handling.

Equipment should be checked, with a view to its ability to last for some time, he said.

Classes are being held by Dr. Uhl for executives and small businessmen in the food field on how to train new personnel and how to avoid turnover in personnel.

—BREAD IS THE STAFF OF LIFE—

CONTINENTAL EXPANSION UNDER WAY AT SEATTLE

SEATTLE—An extensive program of construction and remodeling of the Continental Baking Co. plant here is under way. A new combination garage and loading room has been completed. Reconstruction of the present bakery building will include installation of automatic dough mixing and fermentation equipment, an improved system of blending, sifting and storing flour, a new oven and make-up equipment.

New construction includes air conditioned bread coolers and an automatic loading system from the wrapping machines to the delivery trucks.

Plans also call for a new garage to handle automotive repairs for Continental plants at Seattle, Tacoma and possibly Portland.



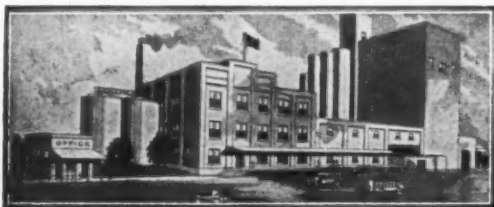
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

WE NEVER make extravagant claims for HUNTER flours. All we claim for them is that they are milled from the finest hard winter wheats under skillful and modern milling practice. And we offer more than 70 years of business history as testimony to the sincerity and stability of this company.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

MOVING?

If you are moving, tell us about it, won't you? Your monthly copy of The American Baker will not follow you unless we have your new address right away. Make sure you don't miss a single important issue . . . and help us make the correction as quickly as possible by giving us your old address too.

The American Baker

118 S. 6th St., Minneapolis 2, Minn.

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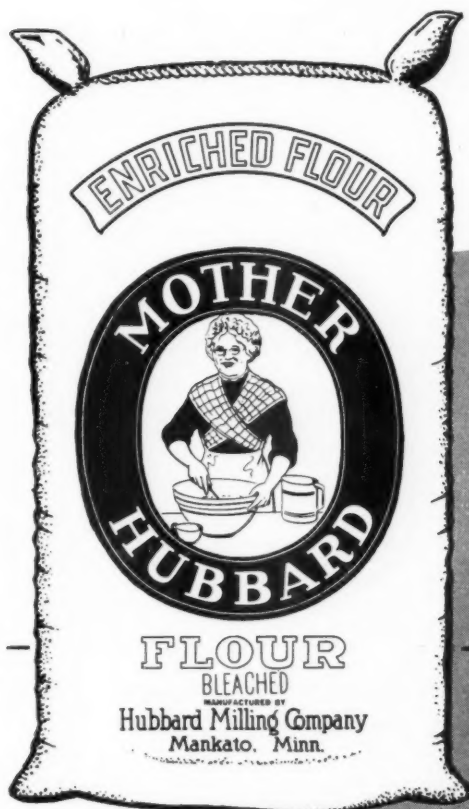
HUBBARD MILLING CO.

*other distinguished members
of the regular HUBBARD Line*

- SPRING MAIDE
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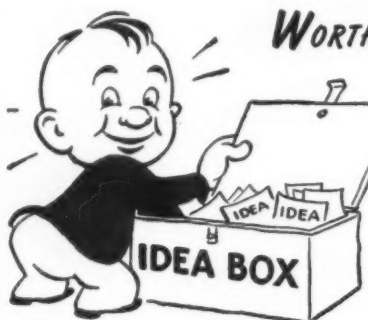


FROM

1878 . . . UNTIL NOW!



HUBBARD MILLING CO.
MANKATO, MINNESOTA



WORTH LOOKING INTO . . .

NEW PRODUCTS
•
NEW SERVICES
•
NEW LITERATURE

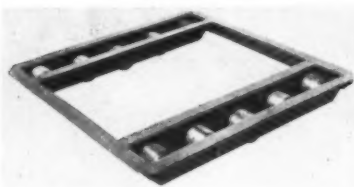
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The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 3104—Reefer Pallet Roller

The Frank L. Robinson Co. has announced a newly designed Ace "reefer" pallet roller, which, the firm says, solves the problem of pallet loading and unloading of refrigerator cars.

The various types of Robinson pallet rollers simplify the moving of



loaded pallets without a lift truck. Pallets may be moved from a truck or trailer to loading docks without dangers to the beds or flooring, and may speed movement over short distances or to and from production lines. Capacity of the rollers is 4,000 lb.

The product has a heavy duty, light weight, steel alloy frame; 10 double ball bearing rolls; full length hexagon axles, cotter keyed to prevent turning in the frame; full 360° movement, and maneuverability. Engineering bulletins are available.

No. 3110—Story of Pretzels

The story of pretzels, from the 11th century to the present day mass production-line method, is told in words and pictures in a new 16-page booklet, "Automatic Pretzel Production—a Profitable Investment," recently issued by American Machine & Foundry Co.

Beginning with the time when pret-

zels were the rewards bestowed upon little children by European monks for the correct recitation of their prayers, the history of the pretzel and its production is traced to today's methods of using pretzel tying machines and traveling ovens.

The booklet takes the reader on a picture tour through a modern pretzel plant and includes a suggested layout for a plant, capable of producing 11,000 lb. a week, with provision for expansion. A list of required and optional equipment also is included.

No. 399—Sanitary Motor Bulletin

For the baking industries, a new type of sanitary motor is presented in a bulletin issued by U.S. Electrical Motors, Inc.

The bulletin illustrates different types of their new sanitary motors in full color with interesting details of a score of features. The motor is the enclosed type, for complete protection from drippings and other settlements, and is finished in baked white enamel.

No. 3108—Sales Promotion Book

In a new 16-page booklet the American Dry Milk Institute shows bakers how they can capitalize on advertising the nonfat milk solids content of their bread. The bulletin covers nine practical means of consumer sales promotion, including newspaper ad preparation, bread package and band design, signs, streamers, posters and radio commercials.

Keyed to ADAMI promotion of 6% nonfat milk solids in bread, the manual emphasizes the approved consumer statement for such bread: "Each pound contains the nonfat milk solids

of 7 oz. milk." Use of 6% nonfat milk solids, based on the flour weight, produces bread of high consumer appetite appeal, according to the institute. Its appearance, flavor and taste merit the approval of most consumers, and it has high nutritional values. As part of the promotion campaign the ADAMI offers, at nominal cost, a group of 12 mats illustrating bread in a variety of uses.

No. 3107—Nylon Uniform

Styling and durability are combined in a lightweight nylon uniform recently introduced by the Angelica Uniform Co., the firm has announced. Fashioning is achieved through the use of wedge-shaped lattice trim on the apron, bandette and sleeves. Contrasting white trim appears on the collar and apron ties.

According to the company, the uniform launders quickly, needs little or no ironing and is resistant to wrinkling, spotting and mildew. It is available in aqua, gray, yellow or navy blue. All Angelica uniforms are sanforized.

No. 3106—Tray Oven

The Petersen Oven Co. has released a data sheet on its Ec-Tri-Flex tray oven, listing specifications of tray sizes and capacities. The oven is for variety baking, but "pitches in" with heavy duty production at capacities of 900 to 2,200 lb. an hour when demanded, the firm states.

According to the data sheet, the specifications include standard sizes, open grill type trays, welded steel rod construction, cannot sag, stabilized in horizontal run, removable hearth grill covers, prefabricated structural steel framework and sections, push button electrical controls, safety controls and protective devices.

No. 3111—Duties of a Sales Supervisor

E. J. Sperry Industrial Publications, Inc., recently published a 134-page textbook on the "Duties of a Bread Sales Supervisor."

E. J. Sperry, who compiled the work, points out that the material used in the book has been checked with various supervisors, bread sales managers, and bakery owners in order to validate the material.

Details covered in the publication range from the interview with the prospective bread salesman to tips on good bread displays, with information on record keeping, route time schedules, truck handling and advertising. The publication is priced at \$20 a copy.

No. 3109—Cake Design Book

MacLaren & Sons, Ltd., has announced publication of "Advanced Piping and Cake Designs," a 180-page volume with 135 illustrations, written by "Nirvana."

The author, say the publishers, is known to the bakery trade through two previous works, "Commercial Cake Decoration" and "Pastries: Past and Present." The new volume contains information on system and design, lettering, birthday cakes, Christmas cakes, wedding cakes and others. It is a handy guide for bakers who wish to become creative and advance from everyday style, the publishers state.

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—**DIASTATICALLY BALANCED**

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

*Milled for Perfection
—Not Price!*

*"Laboratory Tested
For Fine Baking"*

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost more than top quality flours like ROYAL FLUFF-EAT-A, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with ROYAL FLUFF-EAT-A.

VOIGT MILLING CO.
Grand Rapids, Mich. Telephone 85991

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
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25 Broad Street New York City

Super Chief
High Protein Flour
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Morris, Minn.

**EVERYTHING
FOR THE PIE BAKER**
Crust Rollers — Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
CHICAGO, ILL.

**J. ROSS MYERS & SON
FLOUR**
Shortening
324 N. Holliday St. Baltimore, Md.

The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 399—Sanitary Motor Bulletin No. 3108—Sales Promotion Book
No. 3104—Reefer Pallet Roller No. 3109—Cake Design Book
No. 3106—Tray Oven No. 3110—Story of Pretzels
No. 3107—Nylon Uniform No. 3111—Sales Supervisor Duties

NAME

COMPANY

ADDRESS

Sanitation Facts

(Continued from page 40)

patented devices that are available. I know I have tried it, I have done everything. I have poured it into the buckets of the elevators so that it will splash through the elevator, I have put it on sacks or pieces of cloth stuffed into the conveyors and the elevators under the theory that these present more surface for evaporation. I have done everything but not too successfully. What is the best method?"

Correct Application

Our experience has shown that probably the best method is to apply the spot fumigant directly into the conveyor or elevator by means of a slow dripping funnel applicator. These applicators provide a slow stream of fumigant that drains down the sides of the board or metal walls of the elevator or conveyor in such a way that the maximum amount of surface is covered by liquid and consequently vaporized as fast as possible.

Remember that all spot fumigants are heavier than air, very much heavier, and that therefore they must be applied at the top of a piece of equipment to be effective, so that when the gas is formed by evaporation, it will fall to the bottom and displace the air upwards. It is virtually impossible for a heavy gas to vaporize from a liquid at room temperature when it is simply applied at the bottom and the first amount of air above the liquid becomes saturated with it so that further evaporation depends upon physical displacement of air above a gas layer in turn above a liquid. If the liquid is applied from the top, however, and drained down the side of the conveyor or elevator, as it vaporizes, the gas formed falls to the bottom forcing air past the remaining liquid which in turn vaporizes because it is more readily volatilized into the air.

It all seems rather confusing, doesn't it? But I think if you actually sit down and try to think out the mechanism of how this occurs, remembering that the vapor you are working with is much heavier than air, you will not find it so difficult to visualize. Take my word for it, however, that spot fumigants are much more effective if applied from the top.

Spot fumigation is not an expensive process. The only cost really is that of the spot fumigant itself which is readily available from a large number of commercial sources at not too expensive a figure, together with the labor time of the bakery employees applying it. Within a very short time with proper instructions, a bakery employee can learn how to apply the material, he can find reasonable sources of supply and undertake this job without spending many thousands of dollars for unnecessary aid and advice such as all too often is done.

Contact Spray Methods in Insect Control

In addition to the flour handling equipment, there are many places in a bakery where residual insecticide surfaces cannot be applied, but which do get infested, and where spot fumigation methods may also not be applied. An example of such a place often given is an overhead proofer. There are some overhead proofers that can be spot fumigated, for they are all enclosed. Most of them, however, are not, and it is virtually im-

possible to make them air tight. In such cases, all that can be done is to clean them up as well as possible by means of vacuum and air hose and then applying a contact spray.

There are many substances recommended for contact sprays today. Nearly everyone has agreed, however, that a pyrethrum mixture is effective and regulatory officials have no objections to its use. The basic contact spray is a solution of a deobase solvent containing approximately 200 milligrams of active pyrethrins per 100 cc. There are new chemical substances that have been developed in recent years known as piperonyls

that are recommended and often actually included with the pyrethrum. They undoubtedly increase its effectiveness tremendously and there is considerable evidence to the effect that they are no more toxic to humans than the pyrethrums and so can be used safely just as ordinary pyrethrum spray. Repeated requests for rulings on this question of the Food and Drug Administration have revealed, however, that that agency regards the piperonyls with or without the addition of pyrethrums to be an adulterant if they can be found in demonstrable quantities in finished baked goods. Therefore, if I were a

baker, I would hesitate to apply piperonyl butoxide or the combination of this substance with pyrethrum known as pyrenones directly to food contact surfaces.

Aerosol Sprays

Contact sprays are effective only if they actually contact the insect which it is desired to kill. This is the reason that they are known as contact sprays. However, we wish to have a powerful contact spray which will not only paralyze the insect upon contact but kill it. Ordinarily, contact sprays are applied under air pressure with a misting

HOW YOU BENEFIT BY USING

SQUARE

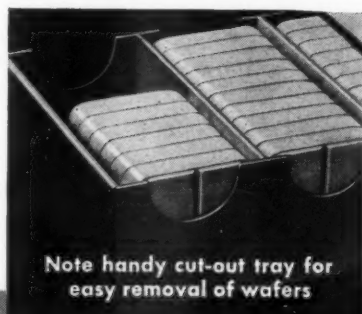
BREAD ENRICHMENT WAFERS

QUICK DISINTEGRATION.
Complete disintegration when dropped into agitated water in your yeast emulsifier.

FINER, MORE BUOYANT PARTICLES. Square wafers break down into thousands more particles, flour-fine and more buoyant so that they stay in suspension longer.

CLEAN, EVEN BREAK. Square wafers break evenly into halves and quarters—important for enriching small batches or odd-sized doughs.

SUPER-THOROUGH DIFFUSION. Greatly multiplied number of flour-fine particles further insures that enriching ingredients are distributed evenly throughout each loaf.



Note handy cut-out tray for easy removal of wafers

Order today from your
Yeast Company salesman



HOFFMANN-LA ROCHE, INC., NUTLEY 10, N. J.
Vitamin Division



nozzle, the desire being to obtain a fine mist in the air. In recent years, there have been devised so-called "aerosol" sprayers. By this, we are not thinking of aerosol bombs, but of mechanical devices that continuously deliver a very finely divided spray particle so finely divided that it is free from solvent consisting primarily only of the insecticide killing agent.

Such dispersion apparently increases the killing power of the insecticide for insects and at the time lessens the amount that settles on food contact surfaces. There are bakers using this method of applica-

tion of piperonyls, for example, to the interior of flour handling equipment after it has been cleaned to achieve the same results as spot fumigation. The theory here is that application of aerosol type piperonyl sprays will leave a residue of them on this surface. I think a little thought in this connection will convince all of you, however, that the very nature of an aerosol spray is such that no residue could possibly be left by such a method nor could it penetrate a layer of flour. The effectiveness of an aerosol depends upon the finely divided particles which enable a very low concentra-

tion of insecticide from the sense of weight to do the job. The effectiveness, therefore, is in the air, not on the surface upon which it lights.

If as a baker, you feel that you are getting good control of insects that have been missed in your cleaning operations of the flour handling equipment by spraying an aerosol vapor of piperonyls you may continue to do so, but if you are relying upon this type of sprayer depositing a residue, you should think it over before you invest any more money in spray devices to be used for this purpose.

Occasionally, there invade the bak-

ery flying insects that we want to get rid of from the air itself. These can be effectively controlled by space sprayers which utilize contact sprays. In the past, such space sprayers have often consisted of a permanent installation mounted on the ceiling with varying types of nozzles. It has been recommended that bakers install these and fog all their storage rooms at least once a week with these space sprays. When they have done so, they have no doubt very effectively killed all flying insects in the room. They have killed also a small percentage of the flour contaminating insects that were actually available to the spray-filled air of the room.

However, such sprays do not penetrate flour stacks nor flour sacks and they have been wasted if it were intended for them to do so. Such a method of application of insecticide is very expensive. Recently, the manufacturers of aerosol sprays have recommended that they be used in this manner for they are much more penetrating due to the small particle size. This is probably true, but whether they are penetrative enough is still considered doubtful.

It is our belief that a good store-room properly screened and kept sprayed with a residual spray at the proper places never becomes sufficiently infested with flying insects to merit excessive use of space sprays. It is simply a method of application of insecticide principles but adoption of the principle of "keep them out" and then kill the casual invader will.

I feel we have an immeasurably better method here in obtaining complete insect control than in the concept of "Well, let's kill anything that gets in with big guns." Using a military comparison, artillery in war is useful in reducing fortification but it is very doubtful if any nation, regardless of how rich, can maintain an indefinite barrage of heavy fire capable of resisting infrequent infiltration by individual soldiers.

Rodenticides

No discussion of this character can be complete without discussing the problem of rodenticides.

There have been a considerable number of poisons used in rodent control work for many years. Nearly all of these have been used in bakeries by professional pest control operators or exterminators. Infrequently, but unfortunately occasionally, there have been very unhappy circumstances arising from misuse of these poisons. Food poisonings have resulted from them, sometimes involving consumers, but most frequently involving individuals working within the plant. The public relations factor in using poisons within a bakery is a very hazardous one.

Safe Rodenticide Poisons

Of all the poisons used, however, the only one that has been universally recommended for use in bakeries as a food plant is Red Squill in varying form. This substance is highly poisonous to every animal. However, most animals are never poisoned by it, because it forces them to vomit and thus get rid of the actual poisonous substance before it can take effect. Rats, however, can apparently not vomit, so they are poisoned by Red Squill and die from ingesting it.

However, let us stop a moment and think. What would be the public relations effect of getting Red Squill into some of the products of a

(Continued on page 60)

Beautiful WHITE BREAD

made with

Wytase
REG. U. S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

To add that final touch to restaurant breads, use Wytase as big restaurant bakers do. Wytase is a natural ingredient that not only improves color but helps retain its flavor longer.



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

MOORE-LOWRY FLOURS ARE "Precision Flours"



TOPPER
SHORT PATENT
FLAMING ARROW
MEDIUM PATENT
BIG BOY
STANDARD PATENT

The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

THE MOORE-LOWRY FLOUR MILLS COMPANY

MILLS AT COFFEYVILLE, KANSAS

DAILY CAPACITY 4200 CWT.

OFFICES: KANSAS CITY 6, MO.

Dorothy Glenn

(Continued from page 31)

enter your shop to see what you have available before making buying plans. In other words, impulse buying is an important characteristic of the shopper. Eye-appeal, appetite appeal and emotional appeals will influence her. Attractive displays are essential. Price cards on all items will build sales. "Talking" price cards that identify the product, that offer serving suggestions or a tempting sales ap-

peal will convince shoppers to buy. ● **Mrs. Homemaker's Main Interest Is Family Satisfaction and Self Help.** The first thought is bound to be, "Will my family like it?" the next question, "Will it save time and effort for me?" Here again come the factors of high quality and home style. The family must be pleased and the baker can best satisfy them by producing high quality home style bake goods. Again, emotional appeals are powerful promotional devices. Persuade customers that when they serve your goods, "the family will be happier" . . . "They'll love you more" . . . "it's easier to serve" . . . "you'll be proud."

New products, new ideas, menu helps, serving suggestions all go hand in hand with emotional appeals. "Right price" may be repeated under this heading, for Mrs. Homemaker must balance her budget at the same time she satisfies her family.

Because her family is uppermost in her mind, the subject of nutrition is important to her. A simple and practical presentation of the value of baked goods in the diet will help sell baked goods. For instance, reminding Mrs. Homemaker that baked goods are made up of the recognized nutritious foods, eggs, milk, whole grain cereals, fruits, cheese and so

forth, points up the nutritive value of baked products generally.

● **Consumers Read Ads and Notice Displays.** Numerous prewar surveys and those being conducted now indicate that shoppers are reading advertisements more than ever before. If you use newspaper advertising or hand bills, make them as effective as possible. Capitalize on all allied trade advertising. Watch competitive advertising and meet it in your shop. Use eye-arresting window displays. These may be mass displays, may be related item displays, or may be informative displays, such as a window centerpiece that illustrated the low cost per serving of a particular item.

There are many forms of suggestive selling to be used in case displays. Aggressive merchandising in the window and in the shop will attract the attention of shoppers, arouse their interest and make sales. Because Mrs. Homemaker reads the ads, your price must be right.

Use color whenever you can, for women are attracted by color. For example, at practically no cost at all, clip colorful food pictures from women's magazines that feature baked items you may feature in turn. Mount these attractive food pictures and use them in case or window displays.

During holiday seasons we all use colorful and timely display material. Follow that method of display all of the time rather than just at holiday seasons. It will help you to meet competition and build business for you.

● **Customers Want Service.** Again we must make the point that this is a buyer's market. We cannot place too much emphasis on this fact in our sales department. Review good sales techniques with your clerks. Remind them that personal appearance plus a pleasant attitude are important. Provide them with selling lines, phrases that will help them increase each sale. You may want to start an incentive or bonus plan, or if you have one now, encourage and help them to profit by it.

There are many customer services which may be incorporated in any bake shop without undue expense and without involving the problems of supply shortages. Attention to children is valuable. Specially decorated cakes for parties will help. A "rain check" system of assuring that customers may obtain favorite baked goods builds good-will. Improved packaging and wrapping of baked goods will appeal to shoppers. It may be difficult under your current labor conditions to give these little services to customers. However, some plan can always be worked out and must be worked out if competition is to be met.

The resolution we have made means so many things. Yet, if we make such a resolution we can surely make progress towards keeping it by slow and easy stages. When it means greater volume and profit, then surely such a resolve is worthwhile.

—BREAD IS THE STAFF OF LIFE— NEW PLANT PLANNED

BINGHAMTON, N.Y.—N. E. Hill Bakery, Inc., has awarded the contract for a cake bakery and garage costing \$100,000, according to J. K. Moyer, manager. The new building, first of a complete baking plant, will be erected on a plot of about six acres recently acquired by the company in Vestal, N.Y. The 90 by 120-ft. 1-story tile and cinder block building will later be used entirely for garage purposes. The Hill bakery also plans a 90 by 180-ft. building in Vestal.



Quiet Your Conscience with DC Pan Glaze!

In the old days, keeping pans spotlessly clean was impractical, if not impossible. Your customers had to put up with occasional blackened bits of carbonized grease on their bread now and then. But that was before DC Pan Glaze established new standards for bakeshop cleanliness.

This silicone coating makes smoke-free, grease-less baking a practical reality. DC Pan Glaze never wipes off on uniforms or equipment; never gives off smoke or leaves a

charred and distasteful residue; never turns rancid.

It saves real money in production, too. Easy and inexpensive to apply, DC Pan Glaze cuts the high cost of pan cleaning and greasing by giving fast, easy release for over a hundred bakes, even with automatic dumping.

And remember, the best bread is best baked in pan glazed pans. For maximum cleanliness and quality, call the Bakery Service Representative in your area — today.



DC Pan Glaze

KEEPS YOUR BREAD CLEANER

PG-50-5

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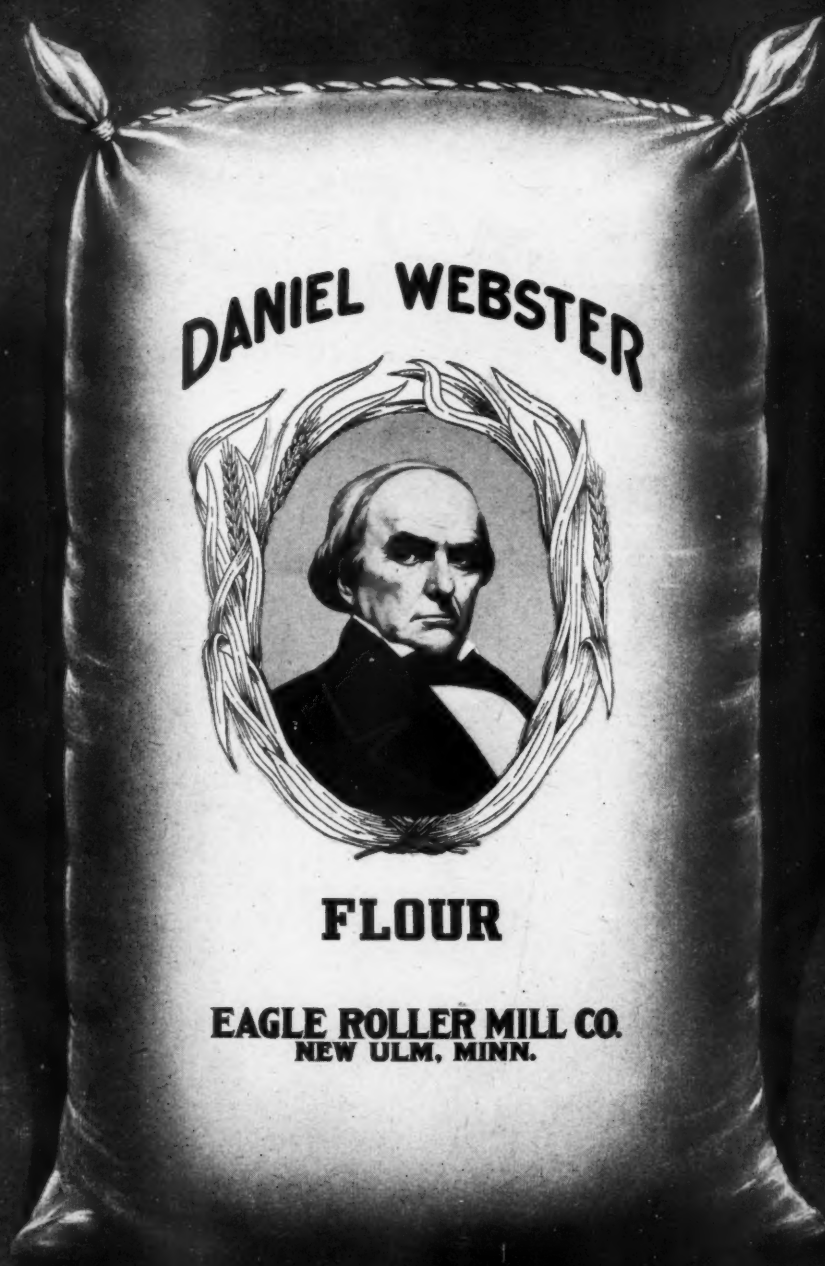


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PERMASLIP the New Dow Corning Silicone release agent for heat-sealing equipment.
● PREVENTS STICKING of waxed paper or plastic film.
● PREVENTS BUILD-UP
● EASY TO APPLY
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PERMASLIP available in 2 oz. tubes from your Bakery Supply House or Paper Jobber.



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